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THE NEWSWEEKLY FOR PHARMACY

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22 November 1997

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PSNC defends dinner as good value for money

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Galbraith sets out plans for health in Scotland

Indigestion: tackling the symptoms at source ...

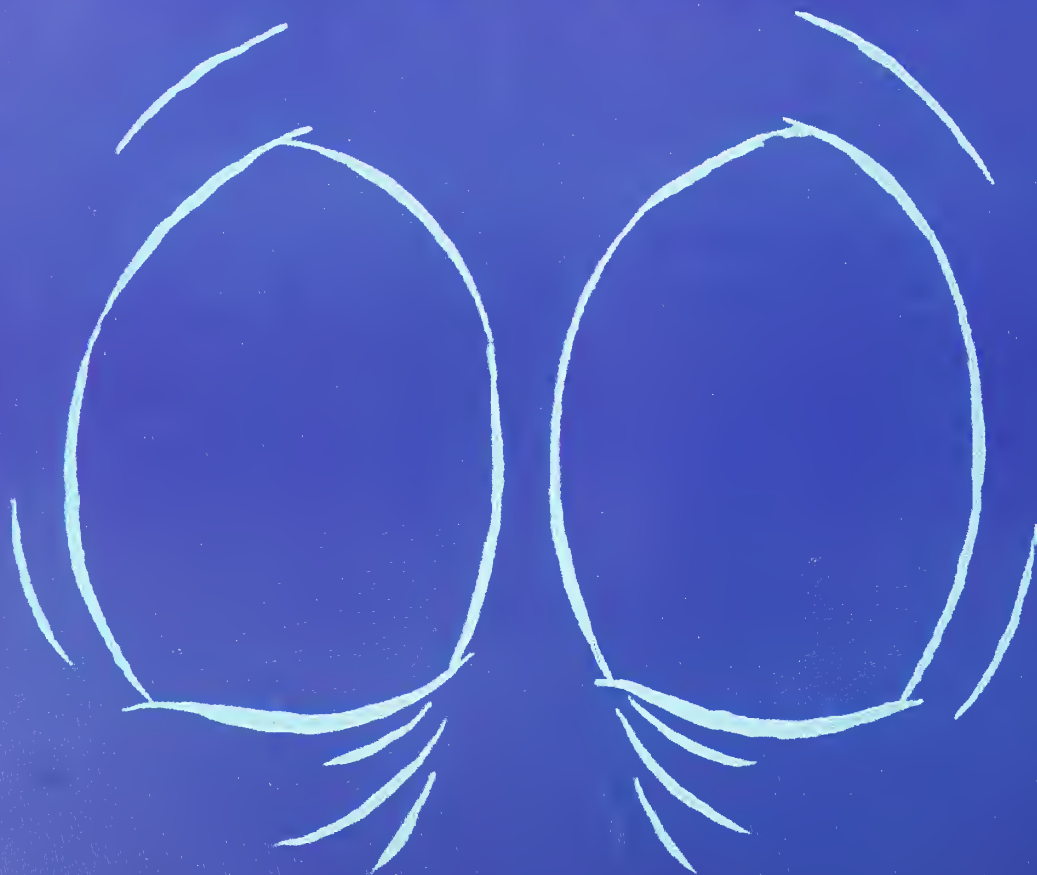


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Scottish contractors will be delighted, if a little sceptical, to hear that their health minister, Sam Galbraith, feels he has more points of agreement with pharmacists than areas of dispute. His recent words (see p20) echo those of the health secretary, Frank Dobson, with the themes of making better use of pharmacists' skills in primary care, health promotion and teamwork. He also states that he wants to explore remuneration models which do not rely on item of service payments. This topic is one which has been taxing pharmacy negotiators elsewhere. Payments linked to script numbers provide a measure of productivity. The practice allowance moves away from this, but in these days of evidence-based medicine its value is difficult to quantify (or in Treasury terms, justify). PSNC argues that pharmacists are poorly enough paid for what they already do: any new services need new money. Quite right. But there is an unspoken fear that any switch away from a directly measurable activity will give the Government scope to screw contractors' pay down still further. It will be intriguing to see the approach PSNC takes when it meets the NHSE in a few weeks time to discuss the shape of next year's package, since its collaborative efforts were ignored this year. The Government will not be able to hide behind the Tory's agenda in 1998. PSNC is under pressure to deliver ... something. Its conservative stance, to date, on remuneration has put it out of sync with the Royal Pharmaceutical Society's vision for a 'New Age'. A substantial number of LPCs appear disenchanted with it as an agent for dealing with government (see p5 and p18). Whether this is frustration over an imposed pay settlement or the beginning of a more fundamental re-appraisal of contractors' relationship with the NHS remains to be seen. But with a White Paper imminent and the Crown report on the supply of medicines due next year, it may well be the latter.

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Editor Patrick Grice,

MRPharmS

Assistant Editor Maria Murray, MRPharmS

Technical Editor Fawz Farhan, MRPharmS

Business Editor Guy L'Aimable, BA

Contributing Editor Adrienne de Mont MRPharmS

Beauty Editor Sarah Thackray

Senior News Reporter Charles Gladwin MRPharmS

Reporter John Plant MRPharmS

Art Editor Tony Lamb

Production Editor Vanessa Townsend, BA

Price List Colin Simpson (Controller)
Darren Larkin, Maria Locke

Group Advertising Manager

Julian de Bruxelles

Group Advertising Executives

Jonathan Bill, Lynn Dawson, Nick Fisher

Production Katrina Avery

Associate Publisher John Skelton

Group Sales Director Ian Gerrard

Publishing Director Roger Murphy

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Miller Freeman plc, Sovereign Way,

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Telephone: 01732 364422

Telex: 95132 MILFRE G

Fax: 01732 361534

E-Mail: chemdrug@dotpharmacy.com

Internet site:

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DDA goes plc after mid-year fracas

A new company, the Dispensing Doctors' Association Ltd, has been set up to reconstitute the existing Association, solicitors announced this week.

The news follows moves earlier this year to displace the controversial Dr David Roberts from his position as chairman at the DDA (*C&D*, May 17, p5). Members of the DDA are being contacted to join the new company.

A meeting will be held next Sunday to decide the number of directors of the company, whether or not there should be a separately elected chairman and, if so, what powers the chairman should have.

Shock troops deployed in headlice war

The Isle of Wight Health Authority has recruited hairdressers to help in a project comparing the effectiveness of wet combing and anti-headlice lotions and shampoos.

The HA's consultant in public health medicine, Dr Paul Bingham, trained three lecturers and several students at the hairdressing college in Newport on how to diagnose headlice, counsel patients on the use of treatments and keep a diary sheet.

"I was extremely impressed with the hairdressers' performance," says Dr Bingham.

"The hairdressers are very good in the way they handle clients. GPs don't have time to see patients with headlice and, unfortunately, this condition takes time to explain."

The HA distributed posters and leaflets about the project to all the pharmacies on the Isle of Wight.

High Court supports striking off decision

A pharmacist who was struck off the Pharmaceutical Register for failing to arrange full professional indemnity insurance for his business failed in a High Court bid for reinstatement on Tuesday.

Lord Justice Schiemann and Mr Justice Mitchell dismissed 54-year-old Geoffrey Whitechurch's appeal against a Royal Pharmaceutical Society Statutory Committee decision, in February, to strike him off for a year.

Mr Whitechurch, whose business is at the Bucksin Pharmacy, Basingstoke, claimed the Committee's decision was too severe, and that his firm did have insurance covering liabilities up to \$1 million.

He had asked the judges to overturn the decision in the light of new evidence.

Birmingham scheme enters second year with £60,000

An accreditation and development scheme for pharmacy contractors in Birmingham is to continue for a second year with £60,000 being made available by the Health Authority.

The scheme is a joint venture between Birmingham Health Authority and the Local Pharmaceutical Committee. Pharmacists have to satisfy criteria set by the Authority, such as maintaining premises standards, being involved in health promotion, providing smoking cessation advice and carrying out an audit. Participants in the first

year of the scheme received a payment of \$400 each for achieving the targets.

Some 90 pharmacists, out of the 97 who successfully completed the first year of the scheme, have applied to commence the second year.

In addition to satisfying the requirements outlined above, pharmacists will also have to meet the 30 hours continuing education requirement of the Royal Pharmaceutical Society.

However, it is hoped that these pharmacists will receive more than the 'year one' pay-

ment of \$400 on completion of the year.

Year one of the scheme is being repeated for another 60 pharmacists who registered an interest, and the LPC is hoping to offer the scheme again in 1998-99. The scheme is being administered by the LPC, but the health authority will audit it.

"We know it is not an enormous amount of money but it is a way forward to get new money into pharmacy," says LPC secretary Gareth Spurgin. "It is pleasing to see so many people wanting to take part."

Pharmacists' forum set up in SW Hants

Pharmacists working in GP practices in Southampton and South West Hampshire will be able to share ideas and benefit from a support network with the launch of a new forum.

The forum is supported by the Health Authority, which has identified a need to bring together pharmacists based in local practices. It will allow the Health Authority to update pharmacists on local and national priorities, as well as providing the latest information from the regional drugs information centre.

Pharmaceutical adviser Neil Hardy says: "One outcome is likely to be the identification of the training needs of practice pharmacists."

The Health Authority has contacted all pharmacists known to be working in practices. Any others interested in participating in

the Practice Pharmacist Forum should contact either Neil Hardy (telephone: 01703 725550) or

Sally Styles (The Grove Medical Practice, Southampton. Telephone: 01703 783611).



Practice pharmacist Martin Atkinson (left) with Neil Hardy, pharmaceutical adviser at Southampton and SW Hants HA

Scottish survey shows increase in drug misuse

Reports of drug misuse in Scotland, particularly among young people, rose between 1993 and 1996 according to new Scottish Office research.

The research, which compares drugs statistics from the 1993 and 1996 Scottish Crime Surveys, has allowed national trends in drug use to be established for the first time in Scotland.

Based on 3,175 completed questionnaires, the surveys show that the proportion of those who reported using drugs in the previous 12 months rose from 6.8 per cent in 1993, to 9 per

cent in 1996. The proportion of respondents who said they had ever used any drug rose from 8.3 per cent in 1993 to 22.5 per cent in 1996.

The research also highlights statistically significant increases in the number of people who have ever used temazepam, unprescribed Valium, methadone, cannabis, amphetamines, cocaine, ecstasy, and LSD.

In 1993, 1.3 per cent said they had used temazepam at least once in their life, compared to 3.7 per cent in 1996. For unprescribed Valium, the ever-used fig-

ure rose from 2.7 per cent in 1993 to 4.2 per cent in 1996.

Scottish Office minister Sam Galbraith MP has agreed to a proposal from the Convention of Scottish Local Authorities to fund a local government drugs co-ordinator for the next two years.

● The UK anti-drug co-ordinator, Keith Hellawell, launched a campaign to inform students in London about the dangers of drugs this week. Twenty-six Drug Action Teams are distributing posters and booklets at universities and colleges in the capital.

Three pharmacists restored to Register

Three pharmacists have been restored to the Register after the Statutory Committee of the Royal Pharmaceutical Society met last month.

Kiritkumar Patel, of Ilford, Essex, was struck off in January 1996 after he rubbished doctors' diagnoses of his mental illness and swore at a customer. His application, initially heard in February, was adjourned until October for medical reports and to allow his condition to improve.

Mr Patel's brother-in-law, Dr P Patel told the Committee that he could see no mood disturbances, and he was satisfied that Mr Patel was ready to return to work.

Re-instated pharmacist Michael

Haynes, of Aylesbury was struck off 10 years ago for swindling cash out of the NHS.

Recently, he has been employed as a part-time dispensing assistant at J M K Chemists Ltd of Elmhurst Road, Aylesbury.

The Committee was presented with several impressive references on his behalf.

A young pharmacy manager who dabbled in rave drugs during his university days and stole cocaine from his employers, was restored to the Register after being struck off in August 1996.

Dylan Thomas, of Wrexham, has since attended a drug dependency centre, and said he had been drug free for over a year.

LPC to meet health secretary

Representatives from Camden & Islington Local Pharmaceutical Committee are to meet with health secretary Frank Dobson.

The meeting, to take place at the Department of Health on December 1, has been agreed

because Mr Dobson's constituency covers the LPC. He will meet with LPC chairman Alan Spivack, vice chairman Michael Long and secretary David Kent.

They will discuss the strengths of, and problems facing, pharmacy.

Patel says 34 LPCs indicate support for PSNC reform

Hemant Patel says that he has had 34 local pharmaceutical committees contact him to say that they are supportive of his plans to reform the Pharmaceutical Services Negotiating Committee.

Mr Patel hopes to organise a meeting with representatives from the LPCs, to form a committee to take the reform strategy forward. He says he has no intention of forming a separate group to PSNC to negotiate with the DoH.

Although Mr Patel says the number of LPCs indicating support is ahead of his predictions, he adds that four LPCs have told him they will not be supporting his plans.

An "unbelievable" number of individual contractors has also contacted him. "They understand the value of PSNC and of protecting the core role, but unless there are reforms, the alternatives are total marginalisation," he says. "We have invested too much for PSNC to be marginalised."

PSNC dinner 'good value'

PSNC has again defended its annual dinner as "good value for money".

Over 400 MPs, together with health authority representatives, are being invited to the dinner which will be on March 2, 1998, at the Queen Elizabeth II Conference Centre, Westminster.

"The dinner gives an unsurpassed and powerful opportunity for LPCs to promote pharmacy to opinion formers, and PSNC looks forward to the 1998 dinner being the best ever," the Committee said in a press release this

week. PSNC also encourages LPCs to host local dinners with MPs and health authority managers to maintain contact throughout the year.

Croydon LPC has decided it is not worth the money to attend (C&D last week, p4). When asked if any other LPCs had opted out, PSNC chairman Wally Dove said it was too early to know.

"There's been the usual criticism about whether or not it's right to hold PSNC dinners, but it's as right this year as any other,

particularly as there's a lot of new MPs we hope will come along," he said.

It costs PSNC about £10,000 to host the MPs and other guests, while the LPCs pay their own costs. The conference has attracted twice as much sponsorship as last year, but the dinner will not be sponsored to any large extent because of the political sensitivity.

Mr Dove added that it was still a minority criticism that the dinner was not good value for money.

Premises up

There was a net increase of 18 in the number of pharmacy premises in Great Britain in October this year, bringing the total to 12,283. There were 38 pharmacies which commenced trading, three restorations and 23 deletions from the Register. This is the third month in a row with double figure net increases.

Phone Issue

Issue, the National Fertility Association, has launched an evening telephone helpline to supplement its daytime service. Offering support and advice to couples with infertility problems, the helpline operates from 7.30 to 9.30pm on Mondays and 8.00 to 10.00pm on Tuesdays, Wednesdays and Thursdays. The number is 01922 722888.

Scholl launches fund

Scholl has launched a fund to support healthcare professionals who wish to research the effectiveness of compression hosiery for venous disorders. The company would not disclose the fund's size or the maximum value of a grant. Healthcare professionals wishing to apply for a grant should write to Rob Holder at Scholl Consumer Products Ltd, 475 Capability Green, Luton, Beds LU1 3LU. Scholl Consumer Products Ltd. Tel: 01582 482929.

Marking time

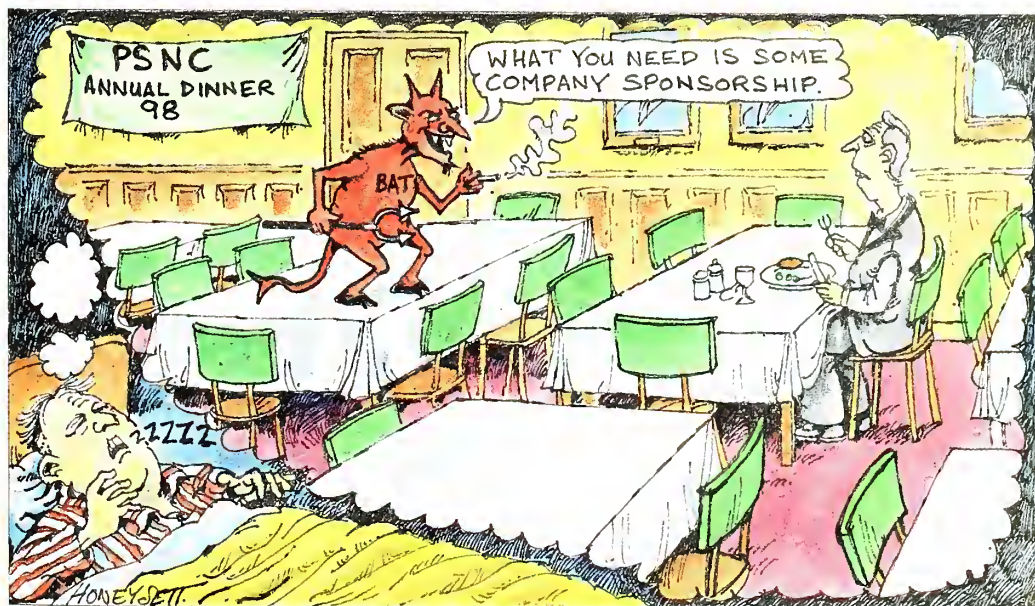
Gwent Health Authority is to frank all its mail with a commemorative logo to celebrate the centenary of the Gwent branch of the Royal Pharmaceutical Society. Post will be marked with the logo, 'Pharmacy in Gwent 100 years', from now until February 1998. Pharmacists or philatelists who would like to receive a sample should contact Professor Roger Walker on 01495 765125.

Migraine name change

The British Migraine Association has changed its name to Migraine Action Association. The address is still 178A High Road, Byfleet, West Byfleet, Surrey KT14 7ED. Tel: 01932 352468.

Boots turned down

West Kent Health Authority has turned down an application for Boots the Chemist to open a new pharmacy on the South Aylesford retail park near Maidstone. Four local parish councils had expressed concern that the new pharmacy might lead to closures of the local village pharmacies.



PSNI pursues its 2020 Vision

The Pharmaceutical Society of Northern Ireland's Council is pushing forward its 'Vision 2020' for community pharmacy, planning meetings with GPs and encouraging possible new models of remuneration.

The 'Vision' has now been adopted as the Council's strategy and will influence future policy. The mission for community pharmacy is "to optimise the health of all members of society through the promotion of safe, effective and rational medicine use, provision of health advice and monitoring of disease management (pharmaceutical care) within an efficient business enterprise".

The 'Vision' is that by the year 2020 or sooner, pharmacists will interact with other professionals, as the preferred source of information and advice on prescribing and drug management of disease.

The primary objectives are the provision of health promotion services; prescribing and supply of GSL and P medicines, and certain POMs within protocols for registered patients; and medica-

tion management and outcome monitoring, including the ability to alter doses and change medicines within agreed therapeutic protocols (also for registered patients).

A document released this week says that the 'Vision' presupposes finding a new way to reward pharmacists for the role they fulfil, and it entails a new model of primary healthcare delivery, necessitating changes in the role of other professionals, particularly GPs.

Legislative changes will be needed too. But factors supporting change include continuing government pressure on costs.

Council committees have set the following objectives for the coming year:

The General Purposes Committee

- Meetings should be set up with the GMSC and the RCGP in recognition of GPs' importance in achieving 'Vision 2020'. Initially the meetings would be 'scene-setting' and would aim to gain co-operation in dealing with the 'boundary' issues implicit in moving towards the 'Vision'.

It is hoped that a small working party, nominated by each profession, will develop a protocol for drug management in the community.

- Meetings will be sought with the commissioning officers of the area health boards to discuss how the 'Vision' may be progressed at area health board level; with the chief pharmacist to discuss how the 'Vision' might be promoted within the NHS Management Executive; and with the Pharmaceutical Contractors' Committee to discuss a model of remuneration which is motivational and supports the 'Vision'.

- Reports from each committee will be collated by September 1998 and presented to the annual meeting in October.

The Education Committee will be asked to develop a paper on recognising a qualification (such as an NVQ) for technical staff.

The Law and Ethics Committee will be asked to report by next March on the legal and ethical issues surrounding therapeutic management via therapeutic protocols.

No guarantee on RPM

Lord Simon, the industry minister, has warned that the Government will oppose any attempts to amend the Competition Bill to guarantee the continuation of Resale Price Maintenance for over the counter medicines.

But, he said, the bill would not automatically end RPM, because competition authorities could agree that some price fixing agreements were in the public good.

A number of peers warned, during the bill's committee stage in the Lords, that RPM was vital for maintaining a network of rural pharmacies.

Lord Graham of Edmonton, a Labour peer, tabled an amendment which would allow price fixing for OTC medicines. "I have been told that out of 12,000 community chemists we may very well lose 3,000," he said.

Earl Howe, a Tory peer, agreed. "There are one or two areas of our national life where the public interest is not necessarily served by unfettered competition," he said.

Lord Simon said both the Office of Fair Trading and the European Commission took into account public health benefits, when considering whether price-fixing agreements should be outlawed.

PSNC to meet NHSE soon for 1998 pay talks

The Pharmaceutical Services Negotiating Committee is hoping to meet NHS Executive representatives in the next two weeks to discuss remuneration for 1998-99.

PSNC said this week it is totally committed to the principle that any additional roles must attract additional funding, in view of the increased prescription volume and the continued downward spiral in gross profits.

The Committee is pleased that so many LPCs responded to PSNC's call for a local media campaign drawing attention to the NHSE's "disgraceful" pay imposition and its possible effect on contractors. Articles have appeared

in local newspapers, together with interviews on local radio.

Patient packs PSNC will continue fighting to ensure contractors do not have to meet the costs of any alternatives to the patient pack system proposed by the Department of Health.

The Department is looking for alternative ways of implementing the EU labelling and leaflet requirement, following an estimate that the present plans could cost at least \$70 million (C&D, last week, p28).

During the past 18 months of discussions with the Department, the industry and the professions, PSNC has constantly

warned about the high cost to pharmacy contractors, particularly of dead stock.

"We don't intend to back off any of the issues we have previously discussed," PSNC chairman Wally Dove said on Monday. While PSNC believes the patient pack initiative is the best way to implement the Labelling and Leaflet Directive by 1999, it is adamant that pharmacy contractors must not be saddled with any extra costs.

When new discussions take place, PSNC will also press for regulations requiring medicines to be supplied in quantities relating to a month's treatment. "The

nonsense of having to split packs must be avoided at all costs."

RPSGB standards PSNC has expressed concern to the Royal Pharmaceutical Society about its proposed new standards for home delivery of medicines. While appreciating that there should be professional standards, PSNC is keen to ensure that they do not prejudice the many contractors providing informal, unpaid home delivery to patients.

EDI proposals PSNC has formally agreed to the NHS Executive's proposed framework for the electronic data interchange for prescriptions (C&D, October 25, p4).

Programme promotes allergy awareness

The British Allergy Foundation has launched a programme to promote greater awareness of allergies.

As well as announcing that \$100,000 is to be spent on a research programme to tackle allergies caused by cats, BAF launched the first 'Indoor Allergy Day' and an appeal to raise funds with a sponsored Vacuum-A-Thon.

The Indoor Allergy Day aims to raise awareness of allergies including those caused by house mites.

Sex 'n' drugs 'n' rock & roll

With the Spice Girls fall from grace, the *Guardian*, last week, put forward a new contender – the Novartis company song.

Saying that the company has "turned to revivalist religion to rally senior management under pressure from consumers to be socially responsible", it lists lyrics from the 'corporate hymn'. For those *au fait* with the lingo, "it includes refrains, hip hop and rap".

Novartis denies that the song is a hymn, but says 'the Science of

Life' originated a few months ago from corporate communications at the company's Swiss headquarters in Basel. The song has been distributed internally on CD.

The rap section is singled out for particular attention by the newspaper, which quotes:

"In matters pharmaceutical we're gunning for the best,

We may be number two but we'll meet the best – be impressed."

We be jammin'.

TPN pharmacy puts service put on hold

A community pharmacy which provides a total parenteral nutrition service has had to put its service on hold.

David Brown of the Stobeswell Pharmacy in Dundee says recommendations in the Farwell Report mean that a new purpose unit will have to be built.

The pharmacy is still supplying patients with TPN bags, but these are now having to be prepared at the local hospital.

GP PERSPECTIVE

New legal reforms

No GP could fail to have noticed the rising tide of complaints and, in particular, civil actions for medical negligence that have arisen over the past few years.

Large sums of money are now required by medical defence organisations to indemnify their members. Many GPs feel that they have been victims of groundless claims, simply because the plaintiff has had the luxury of legal aid. Equally, many middle income people, with potentially legitimate grievances, find the cost of a medical negligence case too much.

Consequently, the recent announcement by the Lord Chancellor to reform civil justice for England and Wales, with significant implications for medical negligence, was of great interest.

The reform will extend the 'no win no fee' system, common in the US, and replace legal aid for medical negligence. However, if the plaintiff loses they will be liable for the defence's costs. This hurdle could be overcome by the complainant taking out an insurance policy, but such policies could involve very expensive premiums.

So what will this mean for GPs? A cut in their medical defence premiums is unlikely. However, with solicitors screening out cases that have no hope of success, fewer cases could end up in court. This remains to be seen, but the fear of litigation among GPs is so high that

The current state of affairs is unsatisfactory

any changes are viewed with great interest.

Another solution to the problem would be to take the dispute out of the legal field altogether. 'No fault' compensation schemes are practised in other countries, precluding the need to launch a potentially expensive legal case to prove that the doctor was negligent. This is not a new idea in the UK and has been rejected in the past.

GPs find medical negligence cases stressful and bewildering, but the main reason for changing the current system is financial. One day the whole process will have to be comprehensively looked at because the current state of affairs is unsatisfactory for all parties concerned. Answers may prove difficult: after all, there is a very fine line between a medical mistake or an error of judgement, and medical negligence. It's this fine line that makes many GPs very anxious indeed.

By Dr Harry Brown, a GP practising in Seacroft, Leeds.



High hopes dashed

The high hopes I had of a new administration providing a fair deal for community pharmacy have now vanished. More of the same but wielded with a new determination seems to be the message and sacred cows are all suffering from BSE.

Looming large on the horizon is a parliamentary white paper which could increase the wind of change, with nothing ruled out and no rumours denied. Fundholding will probably be phased out, but, in its place could be a group commissioning system which might devolve ultimate power to GPs, but which could equally enable the primary health team to become a genuine reality.

Speculation is a journalist's favourite hobby, but a glimpse of ministerial thinking has been exposed by the recent requirement of the NHS Executive that bids for NHS funding for national sentinel audits should be multi-disciplinary (C&D November 15 p5). At last, the professions, and this includes pharmacy, nursing and medicine, are being forced to co-operate rather than working to exclude.

Now for the speculation. If this principle is extended to local primary healthcare commissioning groups then the voice of pharmacy could become a requirement and no longer a rearguard fought for afterthought.

Topical Reflections

Right choice for cosmetics

I am delighted that sense has prevailed and the use of animals to test finished cosmetic products has ceased in the UK (C&D November 15 p5). However, animals are still used to test ingredients and for the toxicity testing of drugs.

I remember well, when I was at university, the casual disregard for animal welfare exhibited by some of our pharmacology staff. Experiments which were then considered to be an essential part of the curriculum are now deemed unnecessary.

I can see no justification for the use of animals to test cosmetic ingredients; rather it makes more sense to use the managing director. And as for animals taken from the wild, even the baboon has my sympathy, and that despite having had my car taken apart by a pack of them on a past visit to Windsor Safari Park!

Our thirst for advancements in medical technology must be balanced against the welfare of all other animal species and if the pace of change has to be slowed to accommodate their rights then that is a price we should all willingly be prepared to pay.

Men respond at last

I am regularly reminded that my personal plumbing system is creaking under the strain of advancing years, so I was pleased to read that at last men are actively seeking medical advice (C&D Medical

Matters November 15).

Certainly I am selling a lot more 'men only' products, and my private counselling area is being increasingly used by men.

The most common 'private' consultation for the ladies concerns the menopause and HRT, and for this purpose I have a wealth of free literature to give away and a number of videos to lend. So far I have been offered little comparable material for the main health problem affecting men, benign prostatic hyperplasia.

Now I see that Yamanouchi Pharma is offering men taking Flomax MR a free book, video and audio cassette.

Much as I support this initiative, how much more effective it would have been if the offer had been extended to pharmacists for their use when counselling all concerned males.

However, all is not yet lost. Yamanouchi's phone number is 01932 345535. A simple phone call from 10,000 concerned pharmacists will soon clear up this unintentional omission.

Restricting our service!

Bayer's new Esprit Glucometer is a useful advance in blood testing technology for diabetics and I have already had a number of enquiries from customers.

However, in a slap in the face for community pharmacy, the company is only making the meter available direct!

Come on, Bayer, community pharmacists want to be involved as the primary source of information and supply to their diabetic customers, but they cannot be while you continue with this type of restrictive practice.

COUNTERpoints

Alka-Seltzer XS worms its way onto TV

Bayer is supporting its Alka-Seltzer XS hangover remedy with a \$1.5m advertising campaign in the run-up to Christmas.

Running nationally on ITV and Channel 4 from November 26 until December 20, the campaign conveys the plight of the Agave worm stuck in a bottle of Mezcal.

Produced by Paul Berry, maker of the classic film *James and the Giant Peach*, the commercial uses state-



of-the-art animation.

The Alka-Seltzer brand will also be supported by national press advertising and an innovative poster initiative throughout December on the London Underground.

Posters showing the worm in all its glory will target commuters likely to be nursing a sore head from the previous night's Christmas revelry.

Bayer plc.
Tel: 01635 563531.

Tunes help heavy breathing problem

Mars Confectionery is supporting its Tunes medicated confectionery with a \$2.5m TV campaign running throughout the winter season.

The 30 second commercial, set in the 'Death Star', shows Darth Vader being offered a packet of Tunes to assist

his heavy breathing problem.

The advertisement is alternating with one for Locketts to ensure that both brands are top in the mind of consumers suffering from colds and flu this winter.

Mars Confectionery.
Tel: 01753 550055.



All-in-one contact lens solution

Bausch & Lomb is launching its Renu Multiplus multi-purpose contact lens solution into pharmacies this month.

The product is a single bottle system that cleans, disinfects and removes protein, thus eliminating the need for a separate enzymatic cleaning step.

It contains Hydranate – a sequestering agent

designed to safely remove and disperse protein every day and inhibit build-up.

The launch follows Food & Drug Administration approval of the product in the US.

Retail price is \$8.90 for 240ml. A three month economy pack retails at \$19.65.

Carter Wallace Ltd.
Tel: 01303 850661.

Brighter outlook for All Fours

Anglian Manufacturing Chemists has given its Jacksons All Fours traditional cough mixture a new look.

The product now

comes in a round bottle with a bright wrap around label featuring distinctive red text. It comes without a carton.

Formulated for the symptomatic relief of coughs, the product contains 50mg guaiphenesin in 5ml. Dosage for adults and children over 12 years is 10-20ml at bedtime or at four hourly intervals. It retails at \$1.39 for 200ml.

The manufacturer aims to expand the product's distribution from its core north of England area.

Anglian Manufacturing Chemists Ltd.
Tel: 0171 588 5971.



3M Health Care hits breathing right on the nose

3M Health Care is supporting its national 'congestion' consumer advertising campaign for Breathe Right nasal strips with point of sale plastic noses for pharmacy.

The 3D noses promote the product by highlighting its benefits for those suffering from colds and nasal congestion.

The strips consist of an adhesive tape containing a thin plastic

strip which, when placed across the nose, acts as a 'spring' to gently dilate the nasal passages.

The product is available in two sizes – small or medium/large. Retail prices are \$5.99 for ten, \$13.99 for 30.

Distributor Scholl

Consumer Products Ltd.
Tel: 01582 443300.



TV adds strength to Lemsip sales

Reckitt & Colman is supporting its Lemsip Max Strength with a \$3m TV advertising campaign.

The new commercial focuses on a confrontation between a boss and his employee, Chris, who took time off work as he was suffering with flu.

The boss doesn't believe that Chris had flu because he got such rapid relief after taking Lemsip Max Strength.

The campaign will run nationally throughout the cold and flu season.
Reckitt & Colman Products.
Tel: 01482 326151.

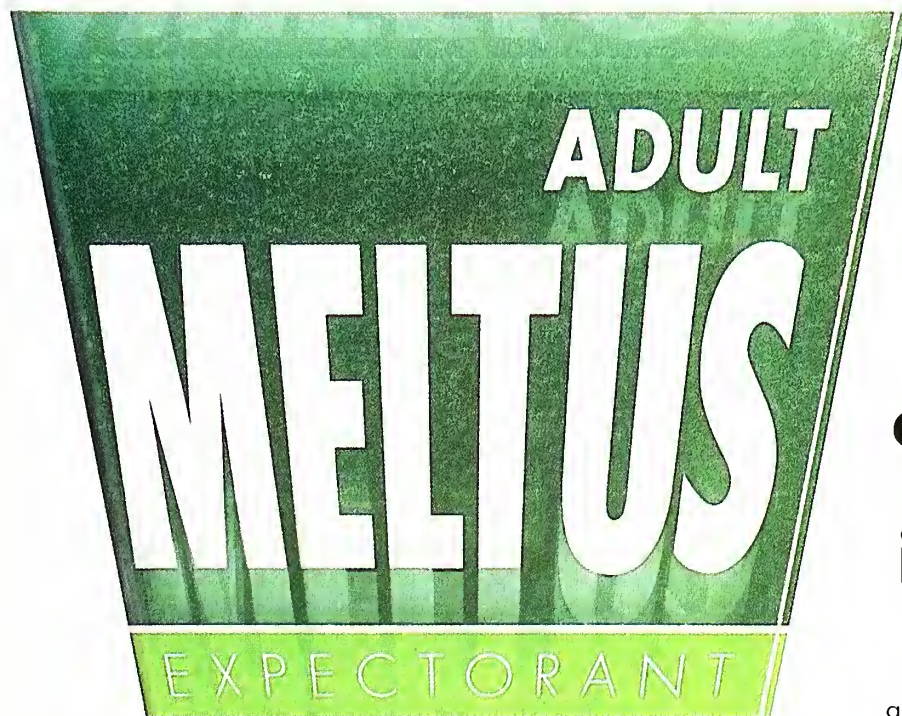


Sinex on TV

Procter & Gamble is supporting its Sinex nasal decongestion spray with a £1.9m national TV advertising campaign running until February.
Procter & Gamble (Health, Beauty & Cosmetics) Ltd.
Tel: 01932 896000.

Winter reading

Weleda's latest edition of *Weleda Revue* contains information on common winter ailments and winter skin care to link with seasonal in-store promotions. Copies are available for retailers to give to customers.
Weleda (UK) Ltd.
Tel: 0115 9448200.



for
**CHESTY
COUGHS
and
CATARRH**



The fastest growing cough brand in Pharmacy

Last year, Meltus pharmacy sales grew +29% YOY*. Thanks to your recommendation and TV advertising, Meltus was the fastest growing major cough brand - and it is now the number two brand in pharmacy.**

This year Meltus is back on National TV, with a support campaign of over £1 million - and without compromising your existing margins. We've also updated our distinctive packs, with our children's range now offering even more on-shelf appeal.

So, with your valued help, we can all look forward to another highly successful season for Meltus. Ask your Seton representative about our highly competitive deals.

MELTUS

melts away the misery of coughs *fast*

Guaiphenesin, Cetylpyridinium Chloride,
Purified Honey, Sucrose.

 Seton
Healthcare Group plc

Meltus is a Trade Mark of Seton

ADULT MELTUS EXPECTORANT FOR CHESTY COUGHS AND CATARRH. Presentation: Oral liquid. Each 5ml contains: 100mg Guaiphenesin BP 2.5mg Cetylpyridinium Chloride BP 1.75g Sucrose BP 0.5g Purified Honey BP. Indications: For the symptomatic relief of coughs and catarrh associated with influenza, colds and mild throat infections. Dosage and Administration: Adults and Children aged 12 years and over, one or two spoonfuls to be taken and swallowed slowly every three or four hours. Not recommended for children under 12 years. Contraindications, Warnings, etc: Contraindications: None known. Warnings: Not suitable for children under 12 years. Very large doses can cause nausea and vomiting. Gastro-intestinal discomfort and mild drowsiness have been reported. Use in pregnancy and lactation: No known contraindications. Side effects: None known. Legal Category: GSL. Packs: 100ml and 200ml. Price: 100ml £2.51 excl VAT, 200ml £3.56 excl VAT. PL Number: 0338/5026. PL Holder: Cupal Limited, Blackburn BB2 2DX. Date of Preparation: October 1996. Further information is available on request from Seton Healthcare Group plc, Tubiton House, Oldham OL1 3HS.

* Independent Pharmacy Audit MAT June 1997 ** Taylor Nelson AGB - Counterpoint (Q1 1997)

Hands up, kids, for the Matey launch

Sara Lee has launched a fun handwash for kids in its Matey range.

Matey Handwash is designed to encourage handwashing amongst children aged 2-8 years.

The company's research shows that mums want helpful products to support them in the constant battle to get kids to

wash their hands.

The product, which has a pear fragrance, is anti-bacterial to clean off the dirt and germs children can get on their hands.

It comes in colourful packaging featuring jungle characters.

Retail price is £1.89.

Sara Lee UK Ltd.
Tel: 01753 523971.



Braun's powerful go-between

Braun Oral-B has introduced a new electric interdental cleaning product.

The Braun Oral-B Interclean has been developed to remove plaque from between the teeth where tooth decay and gum disease most frequently begins.

Clinically proven to be as effective as dental floss in reducing gingivitis and the risk of gum disease, the product is designed for daily use, before brushing.

A fresh mint flavoured filament glides into the interdental space and spins at 6,500 strokes per minute, breaking up and sweeping away plaque from between the teeth.

Three models are available – Interclean Solo (rsp \$49.99), Interclean (rsp \$59.99) and Interclean Ultra System (rsp \$99.99).

A \$400,000 advertising campaign will support the launch.

Braun UK Ltd.
Tel: 01932 785611.

Miners adds to lip service

Miners International has introduced six new shades to its Lipliner Collection.

The additions include Heat Seeker, Call a Copper, Beijing Sunrise, Flesh Flash, Punky Plum and Pink Passion (rsp £1.49).

The products are formulated to glide along the lip outline without dragging.

Paul Murray plc.
Tel: 01703 268444.

Sun Setters launches new shades range for 1998

The Sun Setters range of sunglasses from Paul Murray has a new look for 1998.

The brand has been revised and extended with a total of 16 new models and 25 variations.

In line with next year's fashion trends, the range includes new flat-rimmed metal styles in oval and rectangular versions. It also features softer versions of wrap styles which are predominantly plastic.

New colours in plastic framed styles include honey, tobacco, burgundy, green, blue and purple. Gold trim and silver flash mirror lenses feature strongly in the range.

All sunglasses conform to the European Standard 1836

Roc turns the body clock back

Johnson & Johnson has added an anti-ageing body lotion to its Roc Retinol Actif Pur range.

The company claims that the product stimulates increased cell production and will reduce signs of ageing on the body in 12 weeks or less.

Its research shows that 82 per cent of 40-45 year old women are concerned about visible signs of ageing on their bodies and 91 per cent said they would use an anti-ageing body lotion.

The hypo-allergenic product is rich, yet non-greasy and contains 0.075 per cent retinol, pure active vitamin A.

It is designed to be applied to the entire body after a bath or shower, concentrating on the thighs, abdomen and arms.

Presented in 150ml boxed tubes, it retails at \$14.95.

Johnson & Johnson Ltd.
Tel: 01628 822222.

Three cheers for Max Factor

Procter & Gamble will be launching Max Factor 3-in-1 Complete Make-up next February.

Designed to provide the coverage of a liquid foundation, concealer where it is needed, and the soft finish of a powder, the product sets quickly on the skin to give a natural looking, matte finish.

It comes with a sponge applicator and mirror and is available in six shades.

The product will normally cost \$9.50, but will be launched at an introductory price of \$7.99.

Procter & Gamble (Health, Beauty & Cosmetics) Ltd.
Tel: 01932 896000.

Calvin Klein's Eastern promise

Calvin Klein Cosmetics is launching a new women's fragrance, Contradiction, next Spring.

Described as a 'joyful oriental', the fragrance has top notes of Chinese Eucalyptus, Pepper Flower, White Syringa and To-Yo-Ran Orchid and feminine floral mid notes.

The fragrance collection includes parfum, eau de parfum spray in two sizes, body lotion and moisturising shower gel.

Retail prices range from \$37 for 50ml edp spray to \$65 for 15ml parfum.

Calvin Klein Cosmetics (UK) Ltd.
Tel: 0171 629 9643.

LEMSIP POWERCAPS ESSENTIAL INFORMATION

Active Ingredients: Ibuprofen Ph Eur 300 mg and pseudoephedrine hydrochloride BP 45 mg. **Indications:** For the relief of symptoms of heavy cold and influenza, including relief of aches and pains, headache and sore throat, relief of nasal congestion or a runny nose, lowering of temperature. **Dosage Instructions:** Adults and children 12 and over: two capsules. Swallow whole with water. Do not chew. The dose may be repeated after 12 hours. No more than two doses in 24 hours.

Contraindications: Severe coronary heart disease. Severe hypertension. Current receipt, or receipt within the last two weeks, of therapy with monoamine oxidase inhibitors. Active peptic ulceration. Hypersensitivity to ibuprofen, pseudoephedrine or any other ingredient. Hyper-sensitivity reactions to ibuprofen, aspirin or any other NSAID, including asthma, angioedema, urticaria or rhinitis precipitated by these drugs. Children under 12 years. **Precautions and Warnings:** The decongestant effect increases gradually after the first dose and may continue for up to 15 hours after the last dose. To be used with caution by patients with hepatic or renal dysfunction. Ibuprofen - to be used with caution by patients who are asthmatic. May increase prothrombin times in patients receiving anti-coagulants and may reduce the effects of diuretics. Pseudoephedrine - to be used with caution by patients with hypertension, heart disease, hyperthyroidism, hyperexcitability, phaeochromocytoma, prostatic enlargement, closed angle glaucoma or diabetes. May adversely interact with antihypertensive agents or tricyclic antidepressants or other sympathomimetics, such as nasal decongestants, appetite suppressants or amphetamine-like psychostimulants, to cause a rise in blood pressure.

Pseudoephedrine may partially reverse the hypotensive action of drugs which interfere with sympathetic activity, such as bethandine or methyl dopa. If symptoms do not improve after three days, consult your doctor. The product should be used in pregnancy only if the benefits outweigh any possible risk. **Side-Effects:** Ibuprofen - may precipitate bronchospasm and induce asthma attacks in susceptible patients. Unwanted effects are uncommon in short-term use at low doses. They may include dyspepsia, gastrointestinal intolerance and bleeding, skin rashes. Thrombocytopenia and agranulo-cytosis have very rarely been reported. Pseudoephedrine - adverse reactions are uncommon, but dry mouth, anorexia, urinary retention in men, skin rashes and symptoms of CNS excitation such as tension, restlessness, sleep disturbance or hallucinations may occur rarely. **Retail Price:** 10, £2.99. **Marketing Authorisation:** 0063/0098. **Supply Classification:** Pharmacy medicinal product. **Holder of Marketing Authorisation:** Reckitt & Colman Products Limited, Dansom Lane, Hull, HU8 7DS. **Date of Preparation:** 2 September 1997. Lemsip PowerCaps and the sword and circle symbol are trademarks.





Reckitt & Colman
Products Limited

12 HOURS OF COLD AND FLU RELIEF IN A SINGLE DOSE*

*Recommend a single dose of 2 Lemsip PowerCaps every 12 hours.

NEW FROM LEMSIP



LEMSIP. MEDICINE NOT TO BE TAKEN LIGHTLY

Notepad film

Polaroid has introduced a new 'Notepad' instant colour print film. It incorporates pre-printed, non-erasable, light coloured grey lines on the mask which allows the user to write a short description to complement the image on the photograph. **Polaroid (UK) Ltd.**
Tel: 01582 632209.

Konica offer

Konica is currently giving retailers a new Game Boy if they buy 200 Konica VX films, or a Sony Playstation if 500 films are purchased. **Konica UK**
Tel: 0181 751 6121.

Free CD to get you in the picture



Kodak Processing is launching a free CD promotion to boost D&P sales during the key Christmas period.

Consumers who place any D&P order at a Kodak Processing dealer will have the opportunity to buy a CD by mail order and get a

second CD free. There is a choice of 34 popular albums, for all musical tastes.

Running from November 28 to January 31, the promotion will be advertised in over one million 'Prints by Kodak' wallets. It will also be supported by press advertising in the regional press, consumer photography press and in Unichem's *Healthy Times*. **Kodak Ltd.**
Tel: 01442 61122.

Colour give-away

Keyline Brands is giving away 15,000 sachets of Inecto Hint of a Tint colour shampoo at Clothes Show Live in Birmingham this December. Press advertising for the product will run into the New Year. **Keyline Brands Ltd.**
Tel: 0181 893 5333.

Hearburn relief

Reckitt & Colman is currently supporting its Gaviscon Advance heartburn remedy with a £1m TV advertising campaign. An eye-catching point of sale kit for the product is available to pharmacists. **Reckitt & Colman Products.**
Tel: 01482 326151.

Fishy business for Farley's dry food range

Heinz is introducing a fish variety into its Farley's dry food range for the first time.

Vegetable & Salmon Bake is designed to meet the demand for more non-meat choices in baby food. Suitable for babies aged from four months, the recipe is enriched with vitamins and minerals. It retails at £1.79.

It has also added Junior Choice

Banana Fool, which contains real pieces of banana and is suitable for babies over seven months old. Retail price is £1.89.

Support for the range includes the Heinz 'Baby at Home' direct marketing programme, sampling, advertising in the mothercraft press and consumer literature.

H J Heinz Co Ltd.
Tel: 0181 848 2256.

The return of the Mighty Minadex book

Seven Seas has introduced a third edition of its 'Mighty Minadex Activity Book' for pharmacy counters.

Packed full of fun, puzzles, stories and games, the booklet has been written to help keep children amused

while they recover from illness.

It is available free of charge and comes with a counter unit and shelf edgers for in-store display.

Seven Seas Healthcare Ltd.
Tel: 01482 375234.

ON TV NEXT WEEK

Alka-Seltzer X5: All areas

Beechams Flu Plus: All areas except U, CTV, C4, GMTV

Benlylin: All areas

Braun Thermoscan: All areas except C, Y, CAR, TT, C4

Fetish: All areas

Gaviscon Advance: All areas

Ibuleve: G, B, Y, TT

Johnson's Baby Pop-up wipes: All areas

New Clearasil complete: All areas

Nurofen Plus: All areas

Otex: C, CAR

Pantene: All areas except GMTV

Prosport: Sat (Sky Sports)

Ralgex: Sat (Sky Sports)

Rimmel 1000 Caresses No Transfer Foundation: All areas

Seven Seas Cod Liver Oil (extra high strength): C4

Tixylix: All areas except C4

Vicks Sinex: All areas except U & C4

Vicks VapoRub: All areas except U

Vicks New Vaposyrup: GTV, STV

Wella Experience: All areas

Wilkinson Sword FX Performer: GTV, U, STV, C, A, HTV, W, M, LWT, C4, Sat

A Anglia, **B** Border, **C** Central, **C4** Channel 4, **C5** Channel 5, **CAR** Carlton, **CTV** Channel Islands, **G** Granada, **GMTV** Breakfast Television, **GTV** Grampian, **HTV** Wales & West, **LWT** London Weekend, **M** Meridian, **Sat** Satellite, **STV** Scotland (central), **TT** Tyne Tees, **U** Ulster, **W** Westcountry, **Y** Yorkshire

Flu Monitor

Information updated weekly by the Public Health Laboratory Service, London



Flu-like illness low across Great Britain

Throughout Great Britain influenza-like illness remains at baseline levels. The first influenza B virus reported this season has been isolated from a patient in southern England earlier this month.

Respiratory syncytial virus (RSV) activity is seeing its expected seasonal increase. RSV is an important cause of respiratory illness. The clinical syndrome has few specific signs. Dyspnoea, cough and wheezing are the most prominent symptoms, usually appearing several days after upper respiratory signs. In adults and older children RSV

may manifest only as a common cold, but such infections can also mimic flu and exacerbate chronic bronchitis.

GP consultations in the RCGP scheme in England for flu and flu-like illness remain within baseline levels at a provisional rate of 37 per 100,000 for the week ending November 11. Consultation rates remain highest in central England and among children under five. In the spotter GP scheme operated in Wales, the consultation rate has fallen back to 1.3 per 100,000, well within the baseline threshold level of 25 per 100,000. In the Scottish sentinel GP scheme consultation rates for flu-like illness had increased to 39 per 100,000 by the end of October and remain at baseline levels.

Data from the PHLS (Communicable Disease Surveillance Centre, Virus Reference Division, CDSC Welsh Unit), the RCGP and Scottish Centre for Infection and Environmental Health

Brought to you in association with



'Helping pharmacists to better business'

*Now the power of the first
dual action NSAID gel helps release
the grip of rheumatic pain.*



The breakthrough formulation of DEEP RELIEF has now been recognised and proves conclusively that not all NSAID gels are the same.



- Immediate pain relief is provided by the counter-irritant analgesic action of Menthol.

- Long lasting relief is provided by the highly effective analgesic and anti-inflammatory actions of Ibuprofen.

- In a recent survey of heavy users of topical NSAID's almost 60% found DEEP RELIEF to be both more effective *and* faster acting than their usual product!

£1m national press campaign

- We're spending £1m in a national press campaign this autumn to bring customers through your door.

DEEP RELIEF

Ibuprofen plus Levomenthol

Feel the benefit of this breakthrough in topical analgesic pain relief by recommending dual action DEEP RELIEF.

Immediate pain relief that lasts for hours.



TRADE CONTACTS: UK – THE JENKS GROUP, TELEPHONE 01494 442446. NORTHERN IRELAND – PRIMA BRANDS, TELEPHONE 01232 814700

Presentation: Deep Relief is a clear colourless gel containing Ibuprofen Ph.Eur 5.0% and Levomenthol Ph.Eur 3.0%. Product licence held by the Mentholatum Company Limited, East Kilbride, Scotland. **Indications:** a topical anti-inflammatory and analgesic for the relief of rheumatic pain, muscular aches, pains and swellings such as strains, sprains and sports injuries. **Directions for adults, the elderly and children over 12 years:** Apply gel over affected area and massage gently until absorbed. Repeat as necessary, up to 3 times daily. Not to be repeated more frequently than every 4 hours. **Contra-indications:** Not to be used, if hypersensitive to any of the ingredients or sensitive to aspirin, in patients with renal problems, or by asthmatics in whom aspirin or NSAIDs are known to precipitate asthmatic attacks, rhinitis or urticaria. **Precautions/Warnings:** Not to be used on/near mucous membranes, eyes, or inflamed or broken skin. **Side Effects:** Some skin disorders, application site reactions and rashes may occur including pruritis and urticaria. Abdominal pain and dyspepsia may result. Bronchospasm may occur in patients suffering from bronchial asthma or allergic disease. If any unwanted effects are experienced consult your doctor. Keep all medicines out of the reach of children. Store below 25°C. **FOR EXTERNAL USE ONLY.** **Legal Category:** GSL/P (PL0189/0025). Packs: 15g (£1.29 RRP), 30g (£3.79 RRP), 50g (£4.89 RRP), 50g Pump Dispenser (£4.99 RRP) and 100g dispensing pack. **Date of Information:** August 1997. Ref: 1. Data on file.

Fertility treatment Menogon launched

An infertility treatment, Menogon 75iu injection containing menotrophin, has been launched by Ferring Pharmaceuticals.

The naturally sourced human menopausal gonadotrophin (hMG or menotrophin) injection is being made available here, having been marketed in Germany for the past four years.

The hMG is collected from the urine of post menopausal women and contains follicle stimulating hormone 75iu and luteinising hormone 75iu.

Menogon is indicated for the treatment of male and female infertility in the following groups:

- anovulatory females to stimulate follicle development in those unresponsive to other inducers
- women undergoing superovulation within a medically assisted fertilisation programme;
- in hypogonadotrophic males when given with human chorionic gonadotrophin to stimulate spermatogenesis.

The intramuscular injection should be constituted immediately before use with the diluent ampoule of normal saline which is provided.

Menogon is contraindicated in pregnancy, enlargement of the ovaries or cysts not caused by polycystic ovarian syndrome, gynaecological bleeding of unknown causes and certain tumours and carcinomas.

Menogon should be protected from light and stored at temperatures not exceeding 25°C. Cartons contain ten 75iu ampoules and ten diluent ampoules (basic NHS price \$99).

Ferring Pharmaceuticals Ltd. Tel: 0181 893 1543

Zofran IM in emesis

Zofran (ondansetron) is now available in 8mg/4ml and 4mg/2ml flexi-ampoules (packs of five £67.50 and £33.75 respectively) for intramuscular use, indicated for the treatment of chemotherapy and radiotherapy-induced emesis, and post-operative sickness.

Glaxo Wellcome UK. Tel: 0181 990 9000.

New Eucardic packs

A 56-tablet blister pack of the anti-hypertensive Eucardic (carvedilol) is now available (£33.70 for 12.5mg strength and £42.12 for 25mg).

Boehringer Mannheim UK. Tel: 01506 412512.

Solian: a well-tolerated drug for schizophrenia

Lorex Synthelabo has launched Solian, a new drug for treating acute and chronic schizophrenia. Solian (amisulpride) is less likely to cause severe extra-pyramidal side effects than older neuroleptics, the company claims.

Solian is indicated for the treatment of acute and chronic schizophrenic disorders, in which positive symptoms (such as delusions, hallucinations, thought disorders) and/or negative symptoms (such as blunted affect, emotional and social withdrawal) are prominent, including patients characterised by predominant negative symptoms.

For acute psychotic episodes, oral doses between 400mg and 800mg per day are recommended. In individual cases, the daily dose may be increased up to 1,200mg per day. Doses above 1,200mg per day have not been extensively evaluated for safety and should not be used.

Maintenance treatment should be established individually with the minimally effective dose. For patients with predominant negative symptoms, a dose of between 50mg per day and 300mg per day is recommended.

Solian can be administered once daily at oral doses up to 300mg – higher doses should be administered twice daily. The drug should be used with particular caution in the elderly because of a risk of hypotension or sedation. Solian is contra-indicated in children under 15.

In renal insufficiency, the dose should be reduced to half in patients with creatinine clearance between 30 and 60ml/min and to a third, in patients with a creatinine clearance of 10 to 30ml/min.

Amisulpride may enhance the central effects of alcohol. Caution should be exercised with



concomitant administration of CNS depressants, antihypertensives and dopamine agonists.

The drug shows two absorption peaks: one after an hour and a second three to four hours after administration. Plasma protein binding is low (16 per cent) and no drug interactions are suspected. The drug is eliminated unchanged in the urine.

In year-long studies, fewer patients taking amisulpride developed akathisia (restlessness) compared to those taking haloperidol and those taking amisulpride had lower levels of tardive dyskinesia.

Lorex says that Solian is at least as effective as haloperidol in treating the positive symptoms of schizophrenia, and as effective as risperidone for the negative symptoms.

Common side effects include insomnia, anxiety and agitation.

Solian is presented as 50mg tablets (\$16.45 for 60; \$24.69 for 90) or 200mg tablets (\$60 for 60; \$90 for 90).

Lorex Synthelabo Ltd. Tel: 01628 501200.

GTN tablets missing that explosive feeling ...

Cox is producing glyceryl trinitrate 500mcg and 600mcg tablets with a slightly larger diameter which may affect the 'mouth feel' of this sublingual dosage form.

The reason for the increase in size is a change in the way the active ingredient is presented. Previously the formulation included a mixture of 10 per cent

GTN with 90 per cent lactose.

The United Nations has now classified this combination as an explosive, and therefore it is no longer available for use in medicinal products. Cox is now using a blend of 2 per cent GTN with 98 per cent mannitol.

Cox Pharmaceuticals. Tel: 01271 311200

MEDICAL MATTERS

Young girls should drink more pintas

Increased milk consumption significantly enhances bone mineral acquisition in adolescent girls and could favourably modify attainment of peak bone mass, according to a new report.

The report, in this week's *British Medical Journal*, investigates the effect of drinking one pint of whole or reduced fat milk per day on 82 white schoolgirls aged 12 in Sheffield.

Calcium intake in teenage girls is low compared to recommended levels. Over 90 per cent of bone mass is attained by the age of 20, with bone growth in adolescence accounting for half this figure. Maximising peak bone mass may provide important protection against risk of fracture in later life.

The girls' daily milk intake at baseline averaged 150ml in the intervention and control groups. Girls in the intervention group consumed an extra 300ml per day on average throughout the 18-month trial.

The intervention group had greater increases in bone mineral density (9.6 per) and bone mineral content (27 per cent) compared to the control group (8.5 and 24.1 per cent respectively). There were no significant differences in the increases in height, weight, lean body mass and fat mass between the groups.

Bone turnover was unaffected by milk supplementation, which predominantly enhances bone acquisition in the legs and pelvis.

Treat DVT in the community

Up to three-quarters of patients with deep vein thrombosis could be treated in the community, freeing hospital beds for other uses, doctors suggest.

Dr Trevor Baglin, consultant haematologist at Addenbrooke is NHS Trust, says once diagnosis is confirmed and treatment started, patients could receive daily injections of heparin at home, at a GP surgery or at a hospital outpatient clinic. They could also be stabilised on warfarin in the same setting, under the supervision of specialist community nurses.

A study at Addenbrooke is found that the average overnight hospital stay for 408 DVT patients was about five days, so reducing this to a 24 hour stay could save 1,126 bed days a year.

You don't have to push
too hard with these new
revolutionary condoms.

Louise, J.D. Sands Chemist, Queensbury.



The UK's No.1 condom brand.
www.durex.com

**Skiing
Slip ups?**



**Shopping
Strain?**



Barrow Backache?



Sporting Sprains?



The Answer?

Solpaflex

**Powerful pain relief
for muscles and joints**

Contains Ibuprofen & Codeine



Contains Ketoprofen

Solpaflex Gel Product Information. Presentation: A clear, colourless gel for local application, containing 2.5% Ketoprofen. Uses: Benign traumatology, sprains, muscular-tendonitis, oedema, and post-traumatic pain. Dosage and administration: Adults: two to four daily applications of approximately 2 to 4g gel (5-10cm). Maximum dose 15g per day for up to 7 days. Children (under 15 years): Not recommended. Contraindications: Known allergy to ketoprofen, aspirin and similar substances or to other gel constituents. Dermatitis, eczema, infected skin lesions, wounds; not to be applied to mucous membranes or eyes. Precautions: For topical use only. Stop treatment if cutaneous eruptions occur. Avoid during pregnancy. Do not use if breast feeding. Side effects: Rare allergic pruritic or localised erythema reactions. Legal category: P. Product licence number: 0079/0333. Product licence holder: SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BQ. Presentation and RSP: 30g £3.89 Date of preparation: June 1996.

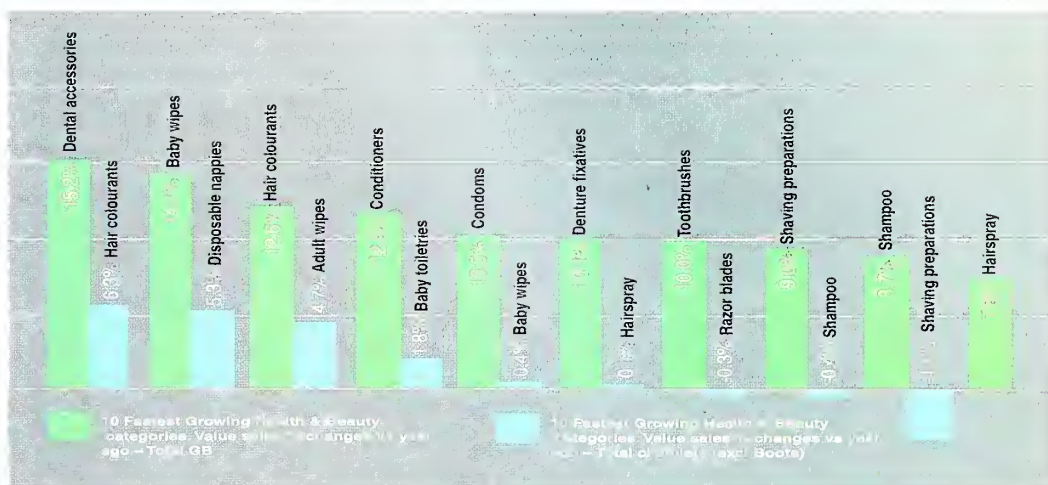
Solpaflex Tablets Product Information. Presentation: Pink film-coated tablets marked with name Solpaflex. Containing Ibuprofen Ph.Eur. 200mg and Codeine Phosphate Hemihydrate Ph.Eur. 12.8mg. Uses: Relief of pain in such conditions as rheumatic and muscular pain, backache, neuralgia, dental pain, and dysmenorrhoea. Dosage and administration: Adults: one or two tablets every 4 to 6 hours. Not more than 6 tablets in 24 hours. Consult a doctor if symptoms persist for more than 7 days. Elderly: with impaired renal and hepatic function should have dose assessed individually by doctor. Children (under 12 years): Not recommended. Contraindications: Known allergy to ingredients or history of peptic ulceration. Precautions: Use with caution in patients with gastro-intestinal disease. Bronchospasm may be precipitated in patients suffering from, or with a history of, bronchial asthma or allergic disease. Cross sensitivity with aspirin or other non-steroidal anti-inflammatory drugs should be considered. Caution required in patients taking monoamine oxidase inhibitors, thiazide diuretics or oral anti-coagulants. Monitor prothrombin time for first few days of combined treatment with anti-coagulant therapy. Avoid in pregnancy and lactation unless essential. Do not drive or operate machinery if affected by dizziness or sedation. Side effects: Ibuprofen may cause gastrointestinal disturbance, peptic ulceration and gastrointestinal bleeding. Less frequently, skin rashes and thrombocytopenia. Codeine may cause constipation, nausea, dizziness and drowsiness according to dosage and individual susceptibility. Legal category: P. Product licence number: 0071/0431. Product licence holder: SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BQ. Presentation and RSP: 12 tablets £1.95, 24 tablets £3.55, 48 tablets £6.75 Date of preparation: June 1996.

Marketwatch: health & beauty

C&D asks market analyst IRI Infoscan to spotlight the best performing health and beauty categories

Pharmacists are only too aware that health and beauty products are predominantly being bought from supermarkets. Nevertheless, there are some health and beauty categories which are still on the increase in chemists.

Hair care (shampoo, conditioners, hairspray and colourants) is growing quickly, with colourants leading growth in chemists. The largest growth is in permanent formulations boosted by the launches of Bristol Myers' Clairol Hydrience and Wella's Viva Colour, both at premium prices. The Clairol Nice 'n' Easy range is still the brand leader with a 12 per cent share of the market, while the launch of



Superdrug's own range has boosted the share of own label.

Shampoo and conditioners have been behaving similarly. Market leader Pantene benefits from extensive television advertising and almost constant in-store promotions. However, both Pantene and Organics have come

under threat from L'Oréal's Elvive range which has received enormous promotional support resulting in sales of more than \$11m since January.

Baby care is a particularly positive area for chemists. Disposable nappies, baby toiletries and baby wipes are all increasing in value. Nappies is the largest and fastest growing of these with

P&G's Pampers Baby Dry Plus and Kimberly-Clark's Kleenex Huggies growing by 10 per cent and 41 per cent respectively.

In baby toiletries, the bath liquid sector is the biggest and also the fastest growing, with ointments and talc not far behind. The trend in adult products towards 'sensitive' formulations is also making an impact on baby products such as oil, lotion and shampoo which are all growing.

Wipes, both for babies and adults, are looking positive in both supermarkets and chemists. In the adult sector, growth is stemming from chemists where Jeyes' Wet Ones travel packs are up by 34 per cent year on year. In baby wipes, Pampers continues to dominate in chemists although, as with adult wipes, own label is still market leader in supermarkets.

One major area where chemists' business has been hard hit by the supermarkets is oral care.

The fastest growing toiletry category of all is dental accessories (floss, dental sticks and toothpicks) but sales are static in chemists, perhaps due to the dominance of own label with

more than 31 per cent of the market. Toothbrushes are also growing but own label share is increasing as this sector keeps pace with brand technology.

While many health and beauty markets are declining within the chemist sector, it is here that many of the major branded products are still selling well, particularly in categories that require more sales support - hair colourants and baby care are both prime examples.

Top health and beauty brands

1	Pampers Baby Dry Plus	£168.2m
2	Kleenex Huggies	£86.9m
3	Pampers Premiums	£55.5m
4	Always Ultra	£52.7m
5	Tampax	£51.8m
6	Lynx	£50.0m
7	Seven Seas Cod Liver Oil	£48.8m
8	Sure Body Responsive	£46.7m
9	Lil-lets Non App.	£31.6m
10	Right Guard	£30.6m
11	Colgate Great Regular Flavour	£25.6m
12	Gillette Sensor Excel Syst (M) Blade	£25.5m
13	Colgate Total	£25.1m
14	Imperial Leather SGL Bars	£24.2m
15	Gillette Sensor Syst (M) Blade	£24.0m
16	Aquafresh	£23.4m
17	Nurofen Original	£23.4m
18	Gillette Series Shave Prep	£22.4m
19	Impulse	£21.3m
20	Anadin Extra	£20.9m

Source: IRI Infoscan 52 weeks to October 5, 1997

Top ten categories

The chart (top) compares the top ten fastest-growing categories in chemists (excluding Boots) with those in the overall market. These may not be the biggest health and beauty categories but by looking at growth rather than absolute sales volume it is possible to detect trends and, most importantly, to see which categories do best in chemists. Growth is shown as the percentage increase in value sales for each category in the 52 weeks ending October 5, 1997, compared to the same period a year ago.

I feel terrible... Blocked nose, sneezing... I'd better go and see the pharmacist.

I recommend **Contac**. It contains tiny time pills, releasing active ingredients, some immediately, others later, providing relief from cold symptoms, lasts for up to 12 hours!

That's almost as long as one of the wife's phone calls to her mother.

SB Contac 400 **All day or all night cold relief.**
Chlorpheniramine, Phenylpropanolamine

Patient pack benefits

I read with interest in the NPA 'Pink Supplement' that the Royal Pharmaceutical Society has advised pharmacists that breaking bulk dispensary stock and repackaging the medicines for OTC use is not in conformity with EC regulations. It states:

'Regulation 3(1) of the Medicines for Human Use (Marketing Authorisations etc) Regulations 1991 states that no medicinal product can be placed on the market or distributed by way of wholesale dealing unless that product has a marketing authorisation from the relevant licensing authority.

In addition it is a requirement of the marketing regulations that the product is labelled in accordance with EC Directive 92/27/EEC and contains a patient information leaflet. As the pharmacist does not hold a licensing authorisation and the leaflet must be supplied by the manufacturer of the product, the RPSGB advises pharmacists to supply medicinal products only in commercially available packs.'

I welcome this statement because of the obvious benefits to patients and the benefit for pharmacists in

making more time available for advice rather than 'counting and pouring'.

The purpose of bringing this matter to your readers' attention is to enquire whether the RPSGB is going to issue similar advice with regard to the repackaging of prescription medicines. The regulations apply equally to POMs, and in view of their added potency and possibility of side effects, the advice would appear to be even more pertinent.

I ask because the minister for health, Alan Milburn, has stated that he "is not convinced that the patient pack initiative will materially improve current arrangements". The minister has also stated that he is concerned that the proposals for patient pack dispensing are excessively complicated and he has a strong preference for resources to be addressed directly to providing patient care.

In my opinion, the provision of patient packs will directly benefit patient care by freeing up pharmacists' time and providing patients with essential information regarding their medication, which will aid patient compliance and their understanding of their

medication, all of which must be of material patient benefit.

Alan J Smith

Pharmaceutical consultant

A constructive approach

We, the chairmen of the undersigned local pharmaceutical committees, are writing to express our concern at the unseemly sniping that has broken out because certain members of Pharmaceutical Services Negotiating Committee have suggested a means of investigating a different way of attempting to rescue pharmacy contractors from the increasingly serious viability problems they are now facing.

We appreciate the difficulties facing PSNC in trying to make headway with entrenched government advisors. It is evident, whatever PSNC has been saying to Whitehall for the last nine or ten years, that a fresh approach is long overdue. It was for this reason that LPCs carried a motion at a conference some time ago recommending PSNC add a health economist to its office resource. Whatever happened to that recommendation?

As LPC chairmen, we understand and support the

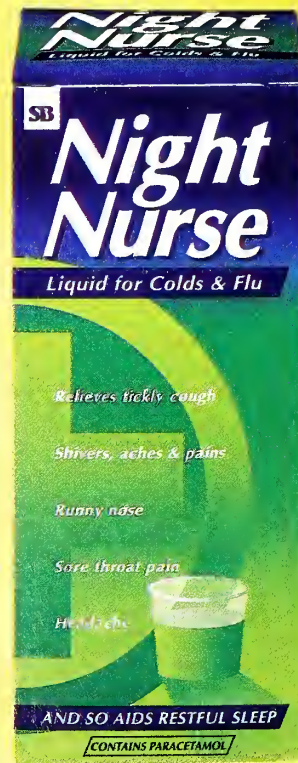
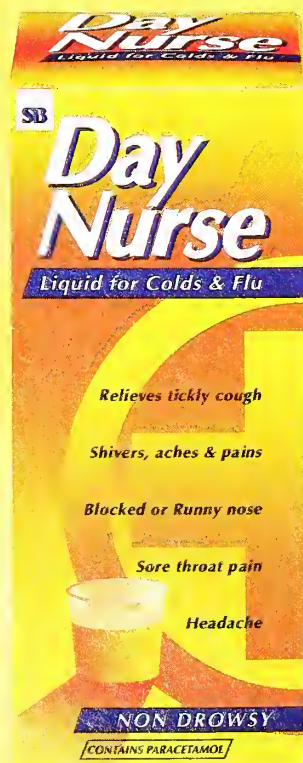
concept of democratic and collective decision making. We warmly welcome participation from the contractors we represent, and do not believe that we have a monopoly on good ideas. However, we do find it increasingly tedious and frustrating that LPCs who pay PSNC to act as our agents in dealings with the Department of Health have such great difficulty getting our voices heard at PSNC.

We have confidence in our democratically elected PSNC regional representatives who listen to the contractors who elected them, who show loyalty to their constituents and try consistently to get their views across, often only to be out-manoeuvred through block voting by factional interest groups.

Collective responsibility only goes so far. It depends on each individual making up the group being open-minded, honest and willing to listen.

The undersigned LPCs support the initiatives put forward by Hemant Patel and Peter Holman and demand that PSNC respond in a constructive and positive manner. The Royal Pharmaceutical Society has seen the wisdom of utilising independent assessment and

SB



Day Nurse/Day Nurse Capsules Product Information: **Presentation:** Day Nurse: Clear orange-red liquid containing per 20ml Paracetamol Ph Eur 1000 mg, Phenylpropanolamine Hydrochloride Ph Eur 25 mg, Dextromethorphan Hydrobromide Ph Eur 15 mg. Day Nurse Capsules: Capsule with opaque yellow body and opaque orange cap containing Paracetamol Ph Eur 500 mg, Phenylpropanolamine Hydrochloride Ph Eur 12.5 mg, Dextromethorphan Hydrobromide Ph Eur 7.5 mg. **Uses:** Short term relief of the symptoms of colds and influenza. **Dosage and Administration: Adults and children 12 years and over:** Day Nurse: 20ml every 4 hours as necessary up to 4 doses in 24 hours. Day Nurse Capsules: capsules every 4 hours as necessary up to 8 capsules in 24 hours. **Children 6 to under 12:** Day Nurse: 10ml every four hours as necessary up to 4 doses in 24 hours. Day Nurse Capsules: 1 capsule every 4 hours as necessary up to 4 capsules in 24 hours. **Children under 6 years:** On medical advice only. **Contraindications:** Known hypersensitivity to ingredients, hepatic or renal impairment, hypertension, hyperthyroidism, diabetes and heart disease. Patients taking tricyclic antidepressants or beta-blockers. Patients taking, or within two weeks of having taken, MAOIs. **Precautions:** Patients with asthma or other respiratory disorders, or glaucoma should consult a doctor first. Avoid use with alcohol or other cold medications or decongestant or paracetamol-containing preparations. Caution required in patients taking warfarin and other coumarins, domperidone, metoclopramide, and cholestyramine. Avoid in pregnancy and lactation unless advised by a doctor. **Side Effects:** Usually well tolerated in normal use. Occasional reports of skin rash and other allergies, headache, dizziness, nausea, vomiting, diarrhoea, insomnia, irritability, high blood pressure and palpitation. **Legal Category: P. Product licence number:** Day Nurse: PL 0079/0185. Day Nurse Capsules: PL 0079/0204. **Product licence holder:** SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BD, U.K. **Package quantity and RSP:** Day Nurse: 160 ml £4.15; Day Nurse capsules 20's, £3.79. **Date of last revision:** May 1997. Day Nurse is a trade mark.

we challenge PSNC also to undertake similar outside scrutiny.

Jay Patel (Barking & Havering)

Shamin Damji (Barnet)

Marion Garner-Patel (Brent & Harrow)

Ivor Deitsch (Camden & Islington)

Shiv Bagga (City & East London)

Robert Curd (Ealing, Hammersmith & Hounslow)

Brian Simpkins (East & North Hertfordshire)

Gerald Alexander (Enfield & Haringey)

Prakesh Mahtani (Vice-chairman, Hillingdon)

Alan Spivack (Kensington, Chelsea & Westminster)

Anup Mozaria (North Essex)

Gary Boorman (Redbridge & Waltham Forest)

Bharat Patel (South Essex)

Colin Friedland (West Hertfordshire)

PSNC – take your cue from our PM!

Following my letter (*C&D* November 15 p20), our Prime Minister took the cue and apologised to the nation regarding the 'cash for fags' saga. How about the PSNC learning from Tony Blair?

Jayvant Patel
Romford

Links between passive smoking and ill health 'nothing new'

You reported (*C&D* October 25, p8) that evidence linking passive smoking with ill health has been produced by Dr Law and his team.

For the sake of accuracy it

should be noted that these findings are based on a review of other people's research, which is already in the public domain. It adds nothing to a subject which has been debated by scientists for several years. What is new is the alarmist conclusions being drawn from the data in the studies.

The Tobacco

Manufacturers' Association is of the view that the scientific evidence, considered as a whole, does not establish that exposure to other people's tobacco smoke is a cause of lung cancer or ischaemic heart disease.

John Carlisle

Executive director, industry affairs, Tobacco Manufacturers' Association



Six Lincoln Co-operative Society pharmacists were presented with certificates for qualifying as NVQ assessors at the Society's annual training awards evening in Lincoln last month. They will assess the pharmacy unit of retail NVQs and the retail NVQ as a whole. Pictured (l-r) are Rachel Wheelwright, Stephen Hughes, Diane Gallon, Alastair Farquhar, Rosemary Haworth and John McKerracher

24hr relief from runny noses, tickly coughs, shivers, aches and pains. That's what Britain's No. 1 Pharmacy cold and flu brand* offers your customers.

Day Nurse to help them get through the day and relieve all their symptoms without drowsiness. Night Nurse for fast effective relief and a great night's sleep.

No wonder Day Nurse & Night Nurse have carved out 17.5%* of the Pharmacy cold & flu market, leaving the competition way out in the cold.

We'll be supporting them with a £3 million advertising campaign, so make sure you stock up now for the winter rush.

Recommend Day Nurse + Night Nurse to give your customers the right medicine for the right time of day.

Call us on 0500 888878 for more information.

The total solution for colds & flu

Nurse it BETTER

* Source: AC Nielsen MAT JA '97

Night Nurse and Day Nurse are trade marks

Night Nurse/Night Nurse Capsules Product Information: Presentation: Night Nurse: Clear green liquid containing per 20ml Paracetamol Ph Eur 1000 mg, Promethazine Hydrochloride Ph Eur 20 mg, Dextromethorphan Hydrobromide Ph Eur 15 mg. Night Nurse Capsules: Capsule with opaque white body and opaque bright green cap containing Paracetamol Ph Eur 500 mg, Promethazine Hydrochloride Ph Eur 10 mg, Dextromethorphan Hydrobromide Ph Eur 7.5 mg. Uses: Night time relief of the symptoms of colds, chills and influenza. **Dosage and Administration:** Take just before going to bed. **Adults and children 12 years and over:** 20 ml or 2 capsules. **Children 6 to under 12 years:** 10 ml or 1 capsule. **Children under 6 years:** On medical advice only. **Contraindications:** Known hypersensitivity to ingredients, hepatic or renal impairment. **Precautions:** Avoid use with other cold medications or decongestant or paracetamol-containing preparations. Patients with asthma or other respiratory disorders, epilepsy, glaucoma, urinary retention, prostatic hypertrophy, hepatic impairment or cardiovascular problems should consult a doctor first. May cause drowsiness. If affected, do not drive or operate machinery. Avoid alcoholic drink. Caution required in patients taking warfarin and other coumarins, tricyclic antidepressants, MAOIs, hypnotics, anxiolytics, antimuscarinics, domperidone, metoprolol and cholestyramine. May interfere with immunologic urine pregnancy tests to produce false results. Avoid in pregnancy and lactation unless advised by a doctor. **Side Effects:** Usually well tolerated in normal use. Occasional skin rash and other allergies, drowsiness, psychomotor impairment, antimuscarinic effects (urinary retention, dry mouth, blurred vision), disorientation, restlessness, gastrointestinal disturbances, photosensitivity reactions and dizziness. **Legal Category: P. Product licence number:** Night Nurse: PL 0079/0187, Night Nurse Capsules: PL 0079/0220. **Product licence holder:** SmithKline Beecham Consumer Healthcare, Brentford, TW8 9BD, UK. **Package quantity and RSP:** Night Nurse: 160 ml £4.15; Night Nurse capsules 20's, £2.79. **Date of last revision:** May 1997. Night Nurse is a trade mark.

A minister speaks

The Scottish health minister, Sam Galbraith, addressed the annual dinner of the Scottish Executive of the Royal Pharmaceutical Society recently. His speech is set out below ...

A major section of the Government's health programme is a commitment to save and modernise the NHS. As health minister for Scotland, I intend to honour the commitments we have made and to implement this programme which has the support of the people of Scotland.

The principles which will underpin the changes I wish to bring to the NHS are:

- to protect and develop the Scottish Health Service as a public service
- to focus on improving quality of service
- to tackle inequalities in health
- to wage war on waste and bureaucracy.

Assets such as the Specials' Medicines Manufacturing Unit at Ninewells Hospital (Tayside Pharmaceuticals) will remain within the NHS. This is a valuable resource, which I expect all NHS Trusts in Scotland to support.

We must improve the efficiency of the organisation and delivery of services within the NHS. Trust pharmacies should be co-operating to provide an integrated pharmacy service both within health board areas and across boundaries, rather than competing with each other.

Collaboration

If we are to bring about improvements in healthcare, health professionals need to collaborate and co-operate.

Most of the general public as well as government ministers only see the pharmacist from the other side of the counter, and it is in this limited environment that the profession is judged. However, I recognise that pharmacy is much broader than dispensing.

Over the past six months I have met with the Scottish Pharmaceutical General Council and the Scottish Department of the Royal Pharmaceutical Society. I can say that there are more points of agreement than there are disagreement.

The emerging themes are:

- to make better use of pharmacists' skills in primary care
- to build on the public health role within pharmacy, such as the supervised methadone programmes
- to introduce integrated working between hospital and primary care pharmacy.

I agree that the NHS needs to make better use of pharmacists. My officials and I are willing to explore issues such as care of the elderly and vulnerable, as well as the extended roles of pharmacists working with GPs. I would also wish to explore remuneration models which do not rely on item of service payments.

However, these things will take time. Our strategies have to evolve and change has to be introduced in a measured way. If we are to explore the role of community pharmacists we will have to



face up to new challenges and resolve existing dilemmas.

Communication with GPs will be a very important step in gaining their confidence to share information. I am not referring to sophisticated IT solutions, but the face to face communication that needs to be in place first. The Post Qualification Education Board for pharmacists in Scotland has made significant inroads into this area.

One of the dilemmas facing the profession arises from item of service payments for dispensing. These act as a perverse incentive for pharmacists not to discourage GPs from writing unnecessary prescriptions.

Another dilemma arises when the public visits the pharmacy rather than the surgery for common complaints. It seems to be a

contradiction if we are to promote pharmacists to help GPs with rational, evidence-based prescribing, yet continue to sell some medicines which are not supported by evidence of effectiveness.

There are variations across Scotland in outcome and service quality which we must address and we are determined to do so.

Influence

Pharmaceuticals feature in most aspects of the NHS and are implicated in influencing outcome. This influence is determined by the diagnosis, the choice of preparation, the quality of the medicine, and the patient. Good medicine and effective healthcare depend on teamwork. Both hospital and primary care pharmacists have an important contribution to make in assisting clinicians optimise therapy and to do this effectively, hospital and primary care pharmacists need to communicate in a more structured way.

The model for delivery of good healthcare needs to be seamless, secure and give patients continuity of care. Recent work on commissioning cancer services is based on this model and I want to see it applied to other areas.

Similarities exist between this model and the disease management programmes of the pharmaceutical industry. The difference, and it is an important one, is that the model I support is owned and operated by the NHS and that's the way it shall continue.

Research and development and exchange of ideas are important features of the evolving models of care. Both Strathclyde and Robert Gordon Universities are in discussion with the chief pharmacist to create the necessary IT links between pharmacy practice units in Scotland. This will facilitate the exchange of research and audit information between pharmacists.

Improvements

Improving the quality of services is fundamental to improving outcomes. Professions need to submit themselves to clinical audit. A good example is that of the surgeons in Scotland who have led the way through audit of post-operative mortality data.

There is a great deal of work to be done. I have listened to your representations and agree that we need to explore how to better utilise pharmacists. We must do this together.

Product Information: Nurofen Plus.

Each tablet contains ibuprofen B.P. 200 mg and codeine phosphate B.P. 12.8 mg.

Indications: Effective in the relief of migraine, tension headache, cramping period pain, dental pain, neuralgia, sciatica, lumbago and rheumatic pain.

Dosage and Administration: Adults and children over 12 years: Initial dose 2 tablets

taken with water, then if necessary

1 or 2 tablets every 4-6 hours.

Do not exceed 6 tablets in any 24 hours.

Precautions and Warnings: As with some

other pain relievers, Nurofen Plus should

not be taken by patients with stomach

ulcer or other stomach disorder or

hypersensitivity to ibuprofen or codeine.

Patients receiving regular medication,

asthmatics, anyone allergic to aspirin, and

pregnant women should be advised to

consult their doctor before taking Nurofen

Plus. In normal use, side effects are very

rare, but may occasionally include dyspepsia,

gastrointestinal intolerance and bleeding,

constipation, nausea and skin rashes.

Not recommended for children under 12.

If symptoms persist for more than 7 days,

patients should consult their doctor.

Product Licence Number: 0327/0082.

Licence Holder: Crookes Healthcare Limited,

Nottingham, NG2 3AA.

Legal Category: P.

Price: Nurofen Plus 12's £1.99, 24's £3.75,

48's £6.79, 96's £8.59.



CROOKES HEALTHCARE



**POWERFUL PAIN HAS MANY FORMS.
POWERFUL RELIEF HAS ONE.**

When your customers need powerful pain relief, there's no better recommendation than Nurofen Plus. It is the potent combination of ibuprofen and codeine in Nurofen Plus which ensures that it is an ideal treatment for migraine, tension headache, cramping period pain,

dental pain, neuralgia, sciatica, lumbago and rheumatic pain. When extra relief is called for, recommend nothing less than Nurofen Plus. With dual action pain relief and proven tolerability, it's clear why Nurofen Plus is the fastest growing analgesic in pharmacy.

**NUROFEN
PLUS** 24 Tablets

ADVANCED DUAL ACTION FOR POWERFUL PAIN RELIEF

ibuprofen codeine

RECOMMEND NOTHING LESS

Manufacturers readily admit that H₂ antagonists have failed to live up to expectations. But many companies insist they are still committed to this sector and are even collaborating with each other on how to promote the category as a whole, instead of merely competing in isolation with their own brands

Tackling symptoms at source

While statistics vary between manufacturers, all agree that sales of OTC H₂ antagonists have declined and market share is static at 4-7 per cent of total indigestion remedies. Smithkline Beecham says sales were worth \$5.6 million in 1996, but now they have fallen to \$4.8m. Warner Lambert Consumer Health reports a decline from \$4.5m last year to \$4.2m, but points out that H₂ antagonists have a 14.5 per cent share of brands sold only through pharmacy.

Senior product manager for Zantac 75, Jon Connolly, says that pharmacists are missing an opportunity to promote safe, effective P medicines in a market which is steadily being eroded by grocers. Pharmacy lost 2.7 per cent of its share of indigestion tablet sales in 1996.

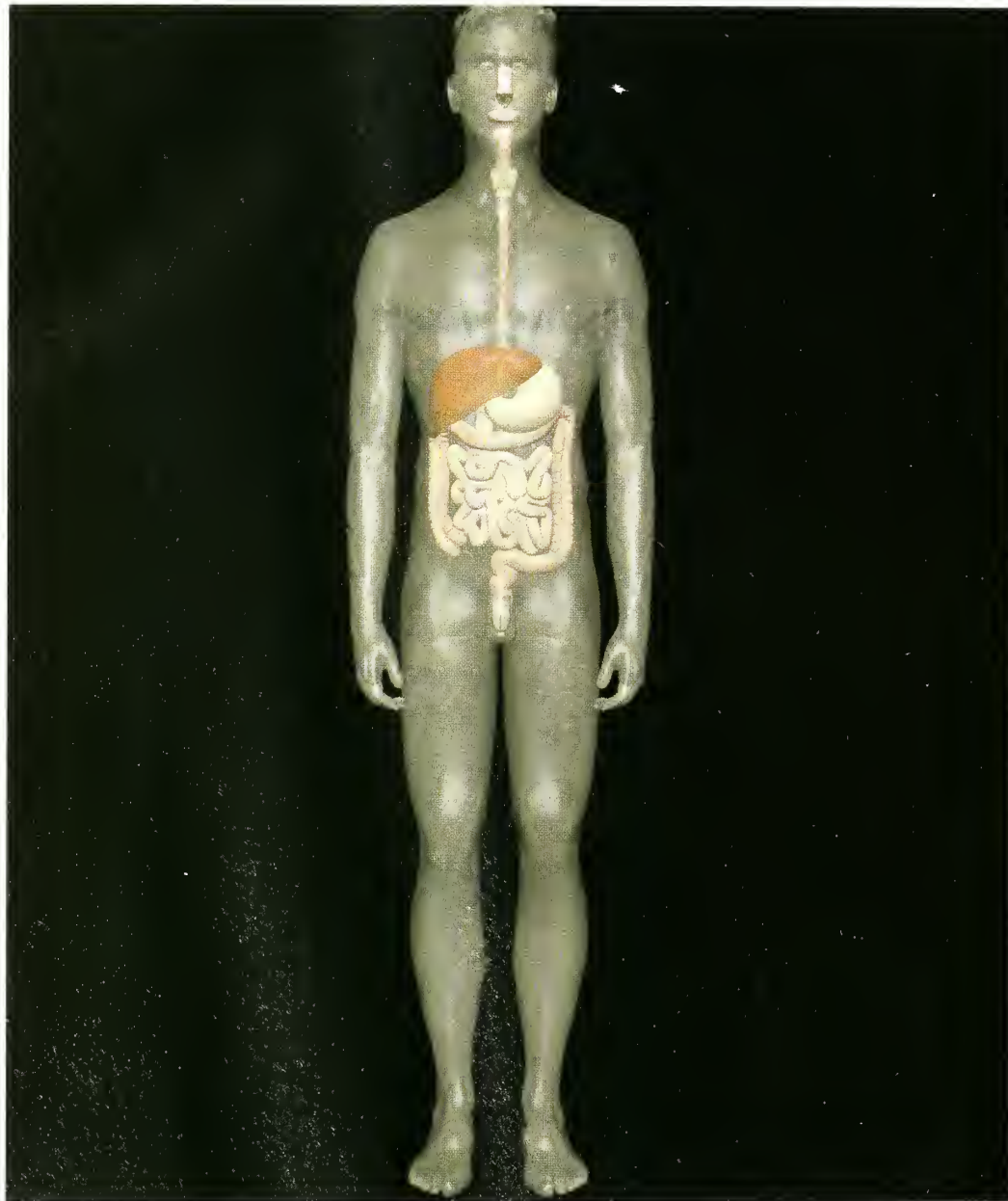
"This may not sound much, but the loss is worth over \$1 million in 12 months," he says. Pharmacy took 58 per cent of sales in the year to April 1996 but the figure is now nearer 55 per cent. "There is a real need to do something about it."

Misconceptions

The fact that the leading brands are GSL has been a major factor in pharmacy's decline. The average supermarket sells about 12 times as many GSL packs as the average pharmacy. Jon Connolly believes pharmacists' misconceptions about H₂ antagonists are contributing to missed opportunities to keep sales in pharmacy. In the US, where there is no P medicine category, OTC H₂ antagonists account for over half the indigestion market.

Earlier this year, in an attempt to discover why these products had not done as well as expected, Warner Lambert's sales force made a note of pharmacists' concerns. The result is a booklet, 'Zantac 75 put on trial', which hits all these objections on the head.

Initially, companies thought pharmacists' over-rigorous protocols may have been a major deterrent to selling H₂ antagonists. But the Zantac 75 study found pharmacists' main concerns were that H₂ antagonists "are too serious for OTC use", "have a poor safety profile" and "are too expensive".



Misconceptions about H₂ antagonists may contribute to missed opportunities to keep sales in pharmacy

Mr Connolly suggests that questioning potential users of H₂ antagonists should be no more onerous than questioning users of other GI remedies. He points out that 12 per cent of adults account for 90 per cent of indigestion remedy consumption, and H₂ antagonists are most appropriate for this group.

"Should you base the number of questions you ask on the product you sell or on the patient in front of you?" he asks. "Although the occasional sufferer may need nothing more than a simple antacid, it is the person who reg-

ularly buys large packs of antacids or alginates who might benefit from an H₂ antagonist that tackles the symptoms at source. We're not suggesting that Zantac 75 should be sold with no questions asked, but similar criteria should apply to antacids and alginates and focus on the user."

Drug interactions

One concern that pharmacists have about H₂ antagonist safety relates to drug interactions. But Zantac has no clinically significant interactions and, if anything, there is a greater need to

take care with antacids which may affect the absorption of other medicines, believes Mr Connolly. Initially the patient information leaflet warned people to ask their doctor before taking Zantac 75 with other medicines. This has now been changed to 'ask your pharmacist or doctor'.

As for other safety aspects, Zantac is as well tolerated as placebo at both the OTC dose of 75mg and the prescription dose. And the risk of it masking underlying symptoms is no more than for antacids, he says. In Den-

mark, where ranitidine 150mg has been available OTC for over five years, there is no evidence of problems related to delayed diagnosis. The US FDA – not renowned for its leniency – has licensed H2 antagonist packs of 80 tablets for general sale.

"Again, we are back to the advice pharmacists should give individual patients. If the customer is over 45, experiencing symptoms for the first time and losing weight, then they should automatically be referred to a doctor," says Mr Connolly.

The image of Zantac as being 'too serious for OTC use' may have been enhanced by journalists calling it 'the anti-ulcer drug'. But only 16 per cent of Zantac prescriptions are written for stomach ulcers; it is mostly prescribed for dyspepsia.

In reply to the argument that Zantac 75 is too expensive, Mr Connolly says that, while it might be more expensive per tablet, it is long-acting and therefore cheaper than many popular antacids in terms of 12 hour relief from symptoms.

The result of Warner Lambert's pharmacy survey is a trial pack of Zantac 75, which pharmacists can offer at their discretion to customers who might benefit, and a counter display unit which – while preventing self selection – can give Zantac as prominent a shelf position as GSL products. Pharmacists' response to the trial pack has been good, but it is too soon to measure its impact on sales.

The company believes there is

no point in spending huge amounts on consumer advertising without a more widespread acceptance of the product by pharmacists. Marketing activity next year aims first to overcome misconceptions and promote understanding among pharmacy staff.

Overall, the costs of marketing and advertising H2 antagonists during their first year exceeded the value of their sales. But this is not unusual. It is common practice for companies to invest heavily in establishing new product categories and often they do not expect to see any return in the first year.

Consumer advertising for all brands has certainly declined since their launch year and other companies, too, are focusing on pharmacy staff training.

Johnson & Johnson.MSD will place a strong emphasis on pharmacist education next year in its advertising and promotional

Market information on indigestion remedies (IRI Infoscan)

	Total sales	Value share %	% change in sales vs year ago
	52 wk ending October 5, 1997 (£000s)	52 wk ending October 5, 1997	52 wk ending October 5, 1997
Indigestion remedies	78,191	100	6.5
Leading brands			
Rennie Original	14,435	18.5	10.7
Gaviscon liquid	7,318	9.4	3.1
Remegel	4,850	6.2	-14.1
Milk of Magnesia	3,800	4.9	-8.8
Bisodol Original	3,690	4.7	-4.4
Zantac 75	3,547	4.5	5.6
Tums	3,308	4.2	-7.4
Rennie Rapeze	2,858	3.7	-4.1
Gaviscon 250	2,474	3.2	7.5
Setlers Original	2,345	3.0	-8.2
Anti-diarrhoeals	27,582	100	9.9
Leading brands			
Imodium	7,980	28.9	23.3
Dioralyte	4,661	16.9	-1.7
Arret	2,422	8.8	-9.5
Diocalm/Diocalm Dual Action	1,535	5.6	4.2
Collis Browne's (mixture)	1,205	4.4	-5.5
Diocalm Ultra	836	3.0	23.4
Enterosan	306	1.1	-12.4
Collis Browne's (tablets)	272	1.0	-21.1
Kaopectate	220	0.8	-11.1
KLN	165	0.6	3.9

activities for Pepcid AC. This company, too, has been looking into why H2 antagonists have not met their full potential and what can be done about it. The findings will be circulated in the near future and the company will welcome feedback and discussion with pharmacists.

"This is in line with the company's focus on bringing more effective products and POM to

P switches to pharmacy and, critical to this focus, is to work in partnership with pharmacists to create the right environment to achieve it."

Smithkline Beecham believes that Tagamet still has an important role to play in the GI marketplace as it offers indigestion and heartburn sufferers an extra choice in addition to the more traditional antacids. As well as managing symptoms when they occur, it can be used to pre-empt symptoms from developing.

The company did some limited consumer press advertising in 1996-97 and produced consumer leaflets and POS material, but the main focus was to encourage GPs to recommend Tagamet to patients. A dedicated field force is working with GPs to create confidence in the product from an OTC perspective. The company is now in the final stages of developing its promotional platform for 1998 and beyond.

Stress and spicy food keep market buoyant

As always, Christmas is expected to boost the indigestion remedies market – now the third largest OTC pharmacy sales category in the UK

Roche Consumer Health predicts that the indigestion remedies market will grow 25 per cent by the year 2000.

Stress-inducing lifestyles, irregular and over-indulgent eating habits and the popularity of fatty and spicy foods should keep the market buoyant. Another factor driving the market is the ageing population. Indigestion and heartburn are four times as likely to affect the over 60s as the under 25s, so the number of people needing indigestion remedies should continue to grow.

The trend towards self-medication should also have an effect. Research carried out for Rennie found that 85 per cent of people always take something to combat indigestion and 90 per cent treat heartburn, bloatedness, flatulence or nausea.

The company's Julien Touchais says: "Consumers are becoming

far more educated on the triggers and symptoms of indigestion and heartburn and they have begun to feel far more confident about treating themselves."

Mintel research found that 42 per cent of consumers considered the recommendation of a pharmacist or doctor an important aspect of product choice. Roche advises pharmacists to capitalise on their knowledge by setting aside a private area for consultation, providing leaflets for customers to take away and by being aware of the common triggers of indigestion.

Johnson & Johnson.MSD says that indigestion/heartburn is the category where advice is most often sought in pharmacies – second only to coughs and colds. Some 88 per cent of pharmacists make at least ten recommendations a day. Three-quarters of incidences of indigestion are food and drink related.

According to IRI Infoscan, the total market is worth \$78 million – up almost \$5m on last year.

Seasonal boosts

● Warner Lambert Consumer Health will be offering samples of Remegel at Waterloo station

Continued on P24 ►



Rennie Deflating is targeted at women who suffer from bloatedness



Warner Lambert's Remegel

Sales of Setlers Wind-eze increased ten-fold during last December and January when it was first advertised on television. ● Whitehall Laboratories has no Christmas campaign for the Bisodol range but it is continuing to invest in a programme educating consumers about the causes of indigestion. In particular the company hopes Bisodol Extra Strong Mint will increase the market by persuading those people who still use extra strong confectionery mints for indigestion to transfer to something more effective. The company says that over three-quarters of the OTC indigestion market is for antacids.

Homeopathic cures

Nelsons Homoeopathy recommends the following remedies according to symptoms:

Bryonia – Painful abdomen where food lies like a stone on the stomach.

Lycopodium – Bloating after a meal, much flatulence. Severe heartburn after only a little food, worse from cold food and drink.

Nux vom – Flatulence and colic, after eating or drinking alcohol. Indigestion from over-eating.

Calc.phos. – Heartburn with stomach pain.

Phosphorus – Heartburn with acute burning sensation.

Carbo veg. – Indigestion accompanied by much flatulence.

Kali phos. – Indigestion from nervous causes.



Roche Consumer Health is aiming to boost sales of Rennie with a festive sampling event and a national television advertising campaign



Whitehall hopes Bisodol Extra Strong Mint will increase the market

Loperamide on general sale

Loperamide, as a P ingredient, has become a major player in the anti-diarrhoeals market. So will its change to GSL status mean pharmacy losing yet another category to supermarkets?

Legal changes on September 16 made loperamide hydrochloride 2mg available for general sale in packs of up to six tablets or capsules.

Johnson & Johnson MSD, maker of Imodium, has pledged its commitment to pharmacy – with some reservation. Group product manager Ghislaine Robson says: "Johnson & Johnson did not initiate the switch and we have made clear our intention to continue to build our business in pharmacy. Instead of using GSL status to take Imodium into other outlets we have decided to use it to pharmacy advantage and will introduce a pharmacy-only one-dose pack, front of counter, to encourage trial purchase and drive category growth. However, we will be keeping a close eye on developments to ensure that competitor activity does not erode our business."

Baker Norton Pharmaceuticals has no plans to go on general sale with Diasorb, says Eddie McKnight, senior product manager. "We don't have any other GSL products so, in the short term, our focus will be primarily on pharmacy."

Seton Healthcare was unable to comment on plans for Diocalm Ultra.

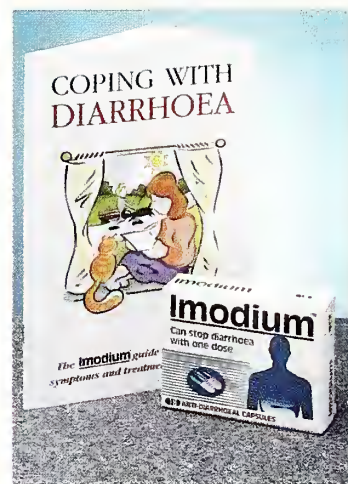
Market trends

IRI Infoscans figures show that the £27.6 million anti-diarrhoeals market is up nearly 10 per cent on last year.

According to Johnson & Johnson, 45 per cent of diarrhoea sufferers do not treat their symptoms – a higher proportion than for other self-limiting ailments. Reasons given include the belief that it is better "to let nature take its course", that there was no remedy available at the time of suffering, and, in the case of indulgence in food and drink, the feeling that the problem is self-inflicted so it should be ignored.

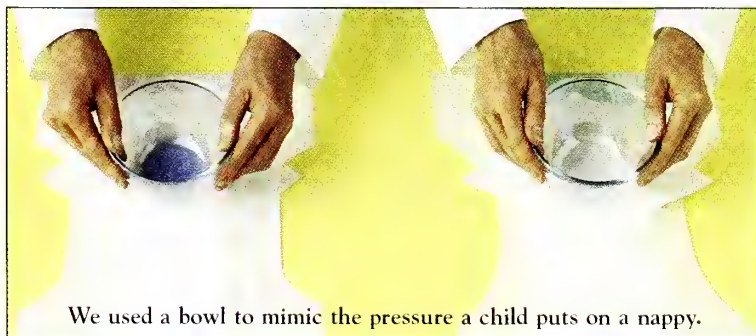
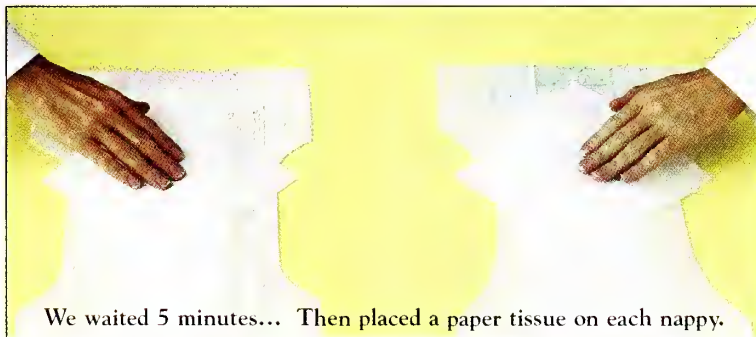
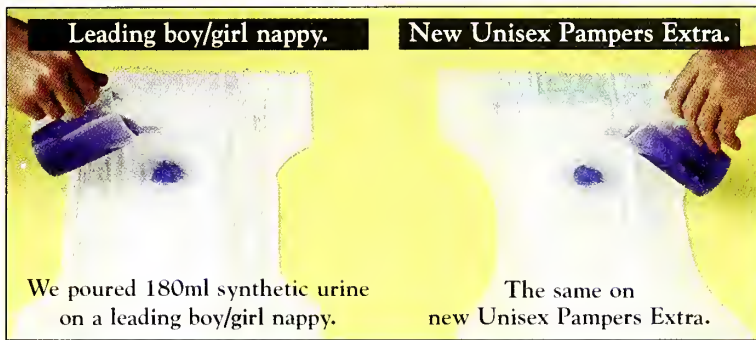
The fact that television advertising for Imodium has grown the anti-diarrhoeal market by 62 per cent is positive evidence that attitudes can be changed, says Ghislaine Robson. Advertising has made people aware of Imodium's one-dose benefit, she says, and research shows that frequent exposure to advertising has significantly encouraged non-users to consider the brand. The company plans to advertise on television for the rest of the year and throughout next year, with new commercials expected.

'Coping with diarrhoea,' a 16-page guide explaining when self-treatment is appropriate and when to see a doctor, is available from J&JMSD in quantities of ten. Pharmacists should quote 'Imodium booklet' in written applications or call 01495 453692.



Guide available from J&JMSD

Announcing a revolutionary new Unisex nappy that you can trust to keep baby's skin dry.



Any mother who has carried a baby in her arms knows how heavy they can be, but what she might not know is what the baby's weight can do to a nappy.

Although a nappy can feel dry to the touch, parents often don't realise that when their child puts weight onto their nappy, by bouncing about or sitting down, the urine can puddle back against the skin.

We've added an EXTRA UNISEX PROTECTION SHEET...

...and improved the power of the lockaway core.



With new Unisex Pampers Extra, which is replacing Boy and Girl Pampers, no matter where the baby wets, the Extra Unisex Protection Sheet spreads urine through the nappy where it is absorbed into the improved lock-away core.

The Extra Unisex Protection Sheet also helps prevent wetness coming back against the baby's skin, even under pressure.

So you and your mothers can trust the dryness of new Unisex Pampers Extra.



New Unisex Pampers Extra.



The driest nappy ever for the driest, happiest babies.

New choices in IBS

Pharmacists now have several OTC medicines they can recommend for irritable bowel syndrome. But they should first determine what are the patients' main symptoms, says **Dr David Silk MD FRCP**, co-director of the Department of Gastro-enterology & Nutrition, Central Middlesex Hospital NHS Trust

There is a group of gastro-intestinal disorders that are termed functional because no abnormalities can be found in the digestion and absorption of fluid and nutrients, and no structural or biochemical abnormalities of the gastro-intestinal tract can be identified. The symptoms are thought to arise as a consequence of disturbed function.

Irritable bowel syndrome (IBS) is the most common functional gastro-intestinal disorder. The usual symptoms are abdominal pain, abdominal distension and bloating and changes in bowel habit. This can take the form of frequency of bowel action, urgency, constipation or an erratic bowel habit.

Most gastro-enterologists now agree that IBS is an appropriate diagnosis if the above symptoms cannot be explained by structural or biochemical abnormalities of the small and large intestines. Surveys of the normal population indicate that about one in five people report symptoms consistent with a diagnosis of IBS.

OTC prescribing in IBS

As we enter a new era of OTC prescribing, pharmacists will join their medical colleagues in facing the dilemmas that surround diagnosing and advising about treatment for IBS.

Pharmacists should be aware, however, that of those one in five who report symptoms consistent with the diagnosis of IBS, less than half will actually seek med-

ical attention. In a recent survey that we undertook into diet and IBS, over 10 per cent of respondents were either self-diagnosed or the diagnosis of IBS had been made by alternative practitioners and other non-medically qualified personnel.

Pharmacists should be alert when dispensing OTC preparations to IBS sufferers. Tables 1 and 2 give guidance on questions to ask and when to refer to a GP.

Inflammatory bowel disease, diverticular disease of the colon and colon cancer can sometimes masquerade clinically as IBS. It is absolutely essential that all patients who have rectal bleeding should be advised to consult their GP urgently.

Aims of treatment

The aims of IBS treatment should be to improve the quality of life. More than half of a large number of sufferers listed abdominal pain as the most common inconvenience. More than a third reported that their symptoms limited their social life and just less than a quarter reported that they were unable to travel due to their symptoms.

Clearly there is potential for OTC therapy as, in our survey of IBS patients in the community, 50.9 per cent of 1,779 respondents were receiving no treatment of any kind.

OTC preparations

Hyoscine butylbromide is a quaternary ammonium compound with antimuscarinic action, available OTC as Buscopan. It is poorly absorbed and has rather weak antispasmodic properties in IBS.

Alverine citrate is a smooth muscle relaxant that has been shown to be selective for gastro-intestinal smooth muscle. It differs from anticholinergic smooth muscle relaxants in that it acts directly rather than through the autonomic innervation of the gut and is consequently free from atropine-like side effects in therapeutic doses. It is available OTC as Relaxyl and Spasmonal.

Mebeverine hydrochloride is an intestinal smooth muscle relaxant that is thought to act directly on smooth muscle cells by blocking sodium, potassium



The discomfort of IBS

and calcium channels. It has been proposed that it reduces excessive contractile activity while, at the same time, not inhibiting or effecting normal motor activity. It is available OTC as Colofac IBS and Equilon.

Peppermint oil is a plant derived volatile oil whose major constituents are menthol and menthane. Peppermint oil has been shown to relax gastro-intestinal smooth muscle by possibly reducing calcium influx. In a meta analysis of smooth muscle relaxants in IBS, significant global improvement with peppermint oil was reported. It is available OTC as Colpeman and Mintec.

Loperamide is an effective anti-diarrhoeal agent. It acts on peripheral opiate receptors to slow transit through the small intestine and colon. In IBS, loperamide has been shown to accelerate gastric emptying and delay both small intestinal and whole gut transit.

Guidelines

Although early reviews of controlled trials of therapeutic agents in IBS showed that most clinical trials were flawed, a recent meta analysis does sup-

port the treatment of abdominal pain in IBS with smooth muscle relaxants.

Due to uncertainty surrounding existing treatment regimens, several units are developing new strategies for treatment. These are based on what is now known of the pathophysiological mechanisms that lead to or aggravate IBS, and the knowledge that IBS is a biopsychosocial disorder in which altered motility or sensation in the gut is modulated by input from the central nervous system (brain/gut axis).

Most of the new proposals involve a more rational use of central and end organ therapies targeted at appropriate abnormalities of motility and visceral sensation, psychological factors and abnormalities of luminal physiology.

End organ treatment might involve exploring dietary triggers, prescribing properly balanced high fibre diets or fibre supplements for constipated patients, prescribing anti-diarrhoeals or drugs for bowel frequency, and prescribing smooth muscle relaxants for pain.

The central approach to treatment might involve physiological explanation of symptom production, counselling, psychotherapy, hypnotherapy, cognitive behavioural therapy and the prescription of antidepressants.

Based on our own clinical experiences as well as those of others, we believe that patients with IBS commonly present with one of three variants: the spastic colon syndrome (SCS), functional diarrhoea and the primary motility disorder of the foregut. These concepts can also apply to OTC prescribing.

The SCS

Abdominal pain relieved by opening the bowels, the onset of abdominal pain associated with the passage of looser than normal stools, abdominal distension, the feeling of incomplete evacuation and the passage of mucus from the rectum, with the onset of abdominal pain associated with a more frequent passage of stools, all point towards a colonic site of the disorder.

Continued on P28 ►

Table 1: Gastro-intestinal symptoms that warrant investigation

- Recurrent onset of attacks of very severe abdominal pain
- Persisting upper and lower abdominal pain of more than two months duration
- Any symptoms waking the patient at night
- Any recent onset of change of bowel habit
- Passage of blood per rectum
- Weight loss
- Poor sleep pattern, tiredness and mood change
- Any recent change in character of previously diagnosed IBS symptoms

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Kent Pharmaceuticals, Wotton Road Ashford Kent TN23 6LL.

Table 2 The WWHAM Acronym	Irritable bowel syndrome	Criteria for not dispensing OTC medication
What are the symptoms?	Abdominal pain/ discomfort, bloating, change in bowel habit (constipation/diarrhoea), dissatisfaction	Severe pain, severe constipation or diarrhoea, Rectal bleeding
Who is it for?	The purchaser	Anyone other than purchaser
How long have they had them?	More than two years	Less than two years
Action already taken	Diagnosis of IBS made by GP and/or hospital consultant	Self diagnosis
Medicines being taken for other problems	All existing medication known	Unsure of existing medication

◀ Continued from P26

These patients often benefit from treatment with smooth muscle relaxants. Alverine citrate, mebeverine hydrochloride and peppermint oil are preferred to hyoscine butylbromide. Unfortunately, there are no guidelines available to distinguish between the superior efficacy of the three compounds.

In our experience, symptoms of bloating and the perception of 'wind' respond better to peppermint oil than other smooth muscle relaxants. If frequency of bowel action remains a problem the anti-diarrhoeal agent loperamide may be suggested. If constipation is a problem then special advice can be given. If smooth muscle relaxants do not relieve symptoms then the pharmacist may suggest that further medical evaluation is required.

Functional diarrhoea

These patients present quite consistent symptoms. They pass several stools in rapid succession, usually first thing in the morning, then either have no further action during the day or go after meals. The first stool of the day is usually formed, the latter ones looser or even watery in consistency and there is often urgency of defaecation, co-existing anxiety, and an uncertainty of bowel function leading to restriction of activities.

Patients with this variant of IBS often respond well to loperamide if administered on a regular, rather than an intermittent basis. If symptoms are mild then it may be worth starting with loperamide in liquid form, at a dose of 1mg first thing in the morning. The dose may then be increased in a graded fashion up to 2mg three times a day.

Motility disorder

Patients have abdominal pain, often right sided, not relieved by opening the bowels and not associated with either the passage of more frequent or looser than normal stools, or with constipation.

Abdominal distension is not restricted to the upper abdomen.

Patients may report post-prandial fullness, some nausea and, on occasions, anorexia and weight loss. The overall evidence indicates that symptoms in this variant of IBS arise as a result of disordered small intestinal motor activity as well as increased gut sensation and visceral hyperalgesia. In our experience these patients are not easy to treat, let alone with OTC preparations currently available. We find some respond well to prokinetic agents, sometimes in combination with peppermint oil. Thus patients could be tried on one of the OTC peppermint oil preparations.

Constipation and IBS

Constipation commonly occurs in the SCS variant of IBS and is frequently difficult even for the most experienced clinician to distinguish whether constipation or SCS is the primary diagnosis.

All efforts should be made to alleviate the constipation, the two most common forms being slow transit constipation and obstructive constipation. In the former, patients rarely get the call to stool but when they do so, are able to respond to it. In the latter, patients experience the call to stool but are unable to evacuate their bowel satisfactorily. It is this group of patients that should be referred to special centres for evaluation.

Patients with slow transit constipation should be referred for specialist dietary advice. OTC fibre supplements and laxatives will help but they must be considered only an adjunct to proper dietary advice.

Recent controlled clinical trials have questioned the efficacy of fibre supplements in IBS and one study has actually demonstrated that they may worsen some patients' symptoms.

As for laxatives, we recommend the use of one of the osmotic cathartic agents rather than the so-called contact or stimulatory laxatives.

Managing the pain of IBS

The past 12 months has seen a rapid increase in the number of treatments for irritable bowel syndrome available in pharmacy, and market growth suggests that sufferers appreciate their non-prescription availability, too

Jacqueline Gibson, product manager for Relaxyl, says research shows that IBS sufferers like the idea of managing their condition and appreciate the convenience of buying an OTC product from a pharmacy.

At the same time, the availability of Pharmacy treatments gives pharmacists a further chance to extend their counselling role: "Explanation and reassurance are fundamental in the treatment of IBS, as many sufferers often feel they are unsympathetically treated and that no-one appreciates their concerns."

Whitehall Laboratories recognises the need to provide pharmacy staff with training material to help with this advice. A pharmacy support programme includes a manual and protocol for pharmacists and a training presenter for counter assistants. POS, including counter units, customer leaflets and window show material, is also available from the company's customer services department.

The company estimates that about 2.5 million people have been diagnosed by their GP, yet as many as 12 million are likely to suffer at some point in their lives.

Relaxyl, launched in April 1995, was the first selective anti-

spasmodic treatment available OTC. It continues to lead the OTC market, currently worth \$1.564 million at rrp, with a 43 per cent share, according to IMS MAT data (August 1997).

Solvay Healthcare says that Colofac IBS has gained good acceptance in pharmacy since its launch last April. It is already the second most widely recommended IBS treatment by pharmacists and the greatest proportion of sales result from advice given by pharmacists. Nationwide, 60 per cent of pharmacies are stocking the brand and the company expects this to increase as the marketing campaign develops.

Commercial development manager Richard Shore says: "We are pleased with the impact Colofac has had since its switch to an OTC product. An 18 per cent market share this early on shows an excellent start for a product which is also widely prescribed by doctors."

He agrees there is a growing demand by sufferers for OTC products: "This has been reflected by the overall market growth over the past two years which has more than doubled."

● Monmouth Pharmaceuticals offers an ongoing 50 per cent margin on Mintec.



At its launch in April 1995, Relaxyl was the first selective anti-spasmodic treatment available OTC

Understand your bowel

The IBS Research Appeal is launching what it claims is the most comprehensive book yet to be published on IBS.

Written by consultant gastro-enterologist Dr David Silk (see pp26-28), 'Understanding your irritable bowel' provides detailed guidance on the symptoms, investigations and treatments. The illustrated 140-page book contains 24 case histories.

The IBS Research Appeal is offering pharmacists the opportunity to sell the book at a recommended price of £10 (trade price £7). The minimum order is six books (cheque with order). The book will be advertised at £11.99 (including postage and packing) through the Appeal's own journal, the *IBS Bulletin*, and in newspapers including *The Times*, *Guardian* and *Observer*.

Proceeds from sales will go towards IBS research at the Central Middlesex Hospital, where Dr Silk is the programme's director. The companies producing Imodium, Colofac IBS and Colpermin have assisted in the book's preparation.

Further information is available by sending a large SAE for 38p to IBS Research Appeal Admin Office, Central Middlesex Hospital, c/o PO Box 18, Crowborough, East Sussex TN6 1ZY

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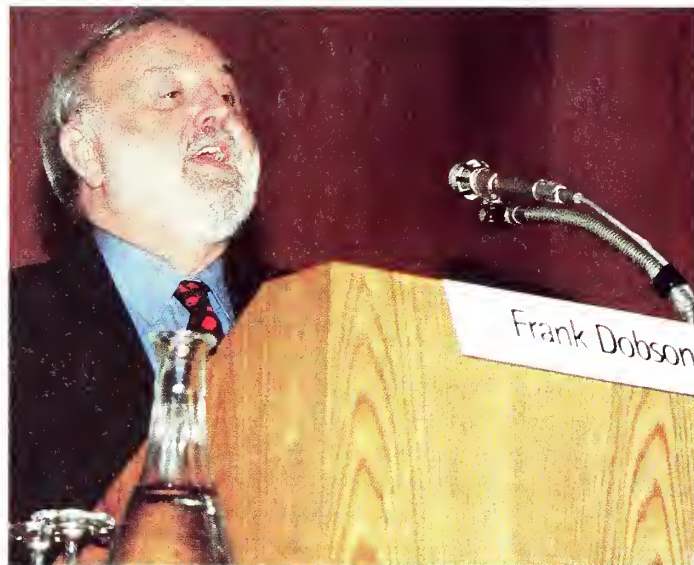


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*assumes average charge of £ 7.50 per test

Shared goals

Representatives from the health professions, industry and patient groups met at the Royal Pharmaceutical Society on Thursday to launch the next stage in its 'From Compliance to Concordance' strategy



Frank Dobson: promise of £250,000 to fund the R&D programme

The Royal Pharmaceutical Society has launched its funding drive for a three-year programme to look at improving partnerships between patients and health professionals.

At a one-day seminar held at the Royal Pharmaceutical Society last week, president Peter Curphey and health secretary Frank Dobson both asked for contributions towards the research and development programme based on the strategy outlined in the document 'From Compliance to Concordance'.

Mr Dobson reminded the audience that at the British Pharmaceutical Conference in September he had promised the Department of Health would provide £250,000 to fund the programme and hoped that the private sector would follow suit.

Merck, Sharpe & Dohme has partnered the Society in the two year investigations leading up to the 'Concordance' report. Besides sponsoring last week's event, MSD has announced its further commitment to the initiative.

Mr Dobson expressed concern that there is still over-prescribing. "That's the fault of the prescribing doctor or dispensing pharmacist or both," he said. "It wastes money and can harm the patient who follows the instructions of the professionals."

However, Mr Dobson wel-

comed the RPSGB's initiative to "start putting things right". But he warned that its efforts will face a fundamental cultural problem. "Many people seem to think that, because of advances in health and medicine, people in developed countries are a new breed - disease resistant, virtually immune to the scourges of the past," he said. "But you know that we are not. And we have to get that message over."

Dr Nicky Britten, senior lecturer in medical sociology at UMDS Guy's and St Thomas's Hospitals, London, called for patients' beliefs about medicines to be investigated further.

She asserted that their beliefs will influence their medication taking and will also have an influence on their expectations about receiving prescriptions. This in turn can influence the doctor's prescribing habits.

Although the evidence is incomplete, she said research indicates that patients expecting to get a prescription are more than twice as likely to get one than patients who had no such expectations. However, when looking at doctors and their beliefs about patient expectations, doctors were between seven and ten times more likely to prescribe for a patient they believed was expecting a prescription than for one who was not.

Dr Britten highlighted two types of behaviour among patients. The first was 'orthodox', characterised by the patient generally being prepared to accept the doctor's view and advice. 'Unorthodox' behaviour was coined for those who were happy with their own view of medicine and did not need the doctor to justify their beliefs.

The latter group of patients were far more likely to be suspicious or critical of side effects, and she found that they were also more likely not to have their prescription dispensed.

This division was not sharply defined, and behaviour could depend on the context. "Have patients learned to be selective in what they say to doctors?" asked Dr Britten. "Have patients learned to voice their 'orthodox' views in the consultation and to keep their 'unorthodox' views to themselves?"

As it is, patients perceived to have orthodox views by prescribers were more likely to be given a prescription. The task for the doctors, then, is to facilitate the expression of the patient's beliefs, she said. "Concordance needs negotiation based on a genuine understanding of each other's perspective."

Developing the theme of why patients may seek a medicine-based treatment and then become non-compliant, Dr Rob Horne, senior lecturer in health psychology at Brighton University's Clinical Pharmacy Unit, dispelled some myths.

Firstly, it is not possible to characterise a patient who is likely to be non-compliant. Compliance varies within a patient and between patients, and most patients will be non-compliant some of the time.

Secondly, just by giving a non-compliant patient more information will not improve that patient's compliance. Even if the message is understood and remembered, a patient may choose to ignore the message.

People try to make sense of an illness with five basic questions, said Dr Horne: What is the illness? What is the cause? What will the timeline be? What will be the outcome? and How can it be cured?

Patients will not blindly follow advice, but, instead, will see if the advice they receive makes common sense in accordance with their own beliefs. Taking medicine is balanced by beliefs on how necessary it may be to take it compared to concerns over taking it.

A strong belief of need to take the medicine will increase compliance, whereas strong concerns reduce compliance. Research indicates that when deciding to take a medicine a

patient will engage in a risk-benefit analysis.

Therefore, by looking at the need and concerns of a patient, a prescriber may be able to address the patient's motivation to comply. But to help a patient reach an informed decision, it is the type, rather than the quality of the information, that is important. "Compliance will be more likely if the patient and doctor are in agreement about the nature of the illness and the treatment," said Dr Horne.



Dr Peter Read

Patient packs: a change of tack?

The Association of British Pharmaceutical Industry's chairman, Dr Peter Read, referred to the recent change of tack by the Government over the patient pack initiative.

"I trust that it is not yet fallen," he said, adding that the industry is committed to a swift introduction as it will mean "an end to anonymous brown bottles at the back of the medicine cabinet - medicines that are useless, medicines that are wasted".

Pointing out that the industry and the professions believe the PPI is the way forward, he said: "I and my colleagues are most concerned at the lack of progress of patient packs and the negative signals we are receiving from the government."

Referring to one possible scenario, he warned: "If the alternative is a snowstorm of leaflets in the pharmacy, confusion is likely and certainty will be jeopardised."

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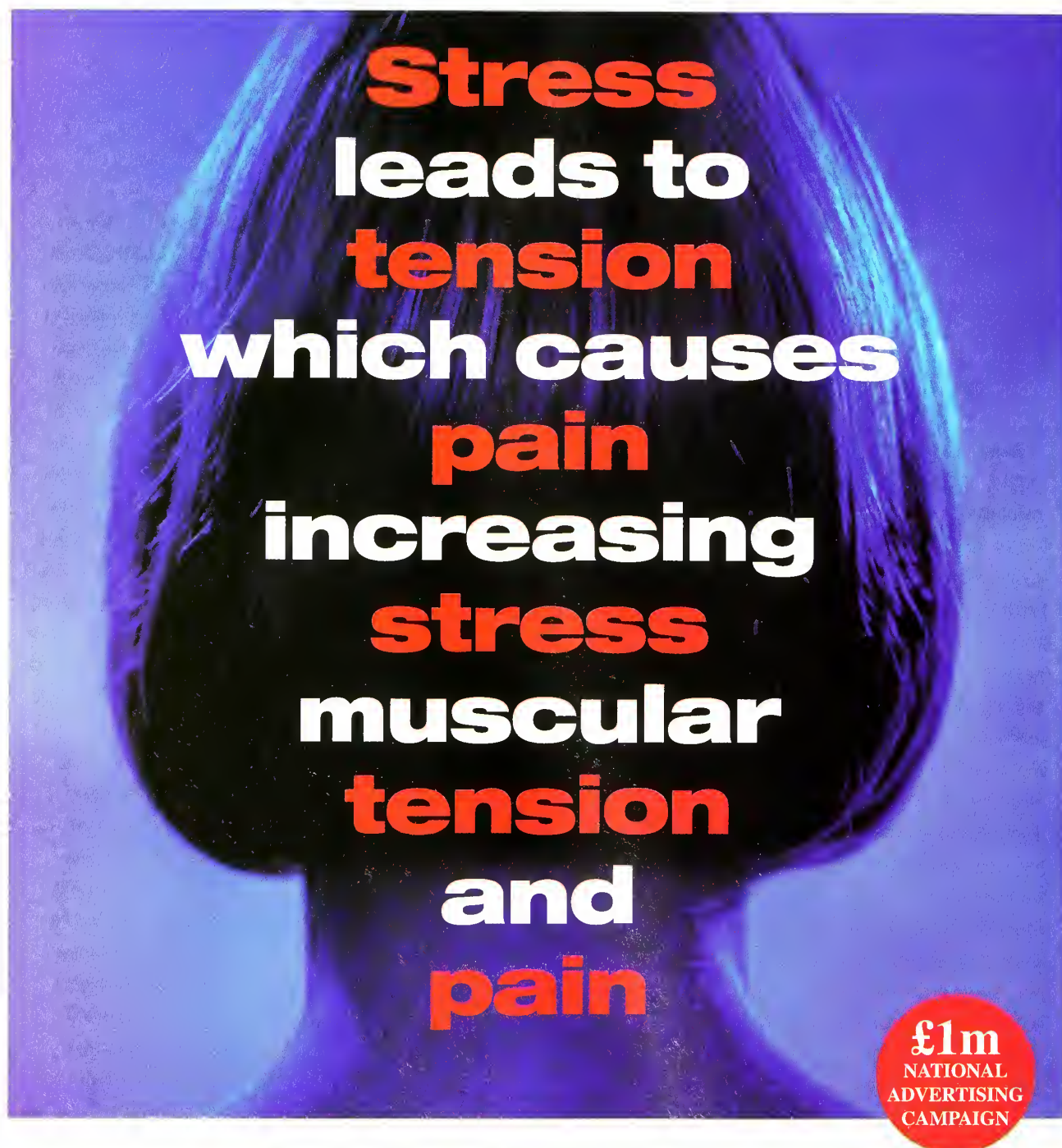
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Syndol Product Information. Presentation: Each tablet contains Paracetamol BP 450mg, Codeine Phosphate BP 10mg, Doxylamine Succinate NF 5mg, Caffeine BP 30mg. **Indications:** For the treatment of mild pain to moderate pain and as an antipyretic. Symptomatic relief of headache, including muscle contraction or tension headache, migraine, neuralgia, toothache, sore throat, dysmenorrhea, muscular and rheumatic aches and pains and post operative analgesia following surgical or dental procedures. **Dosage and Administration:** Adults and children over 12 years: 1 or 2 tablets every 4-6 hours as needed. Maximum 8 tablets in 24 hours. Not recommended in children under 12 years. **Contraindications, Warnings, etc:** Contraindications: Idiosyncrasy to any of the ingredients. **Precautions:** May cause drowsiness. If affected, do not drive or operate machinery. Avoid alcoholic drink. **Side-effects:** Drowsiness or dizziness, mild constipation, agranulocytosis rarely. **Overdose:** Paracetamol overdose can cause liver and kidney necrosis. Immediate medical referral is essential. **Legal Category:** P. **Product Licence No:** PL11314/0104. **Product Licence Holder:** Seton Products Ltd, Tubton House, Oldham. **Quantities & Price (Excluding VAT):** 10's, £1.57, 20's, £2.63, 50's, £5.40. **Date of Preparation:** July 1997. Further information is available on request from the Licence Holder. Syndol is a Trade Mark of Hoechst Marion Roussel Ltd. **Seton Healthcare Group plc.** *Gallup National Headache Survey, 1209 Adults, 1993. **Kagan, G et al. *Cur. Med. Res. Opin.* 1978, 5 (9): 709-713.

New Co-op address

National Co-operative Chemists has moved to: Market Deeping Health Centre, Godsley Lane, Market Deeping, PE6 8DD.

Christmas closure

William Ransom & Son's office and plant will be closed for the Christmas period from December 24, 12.30 pm to January 2, 8.30 am.

SB in Nicoderm deal

Smithkline Beecham has signed an agreement with Alza to market Nicoderm, Alza's transdermal smoking cessation product, in the People's Republic of China and Japan. SB will pay upfront and milestone fees, while Alza will produce the product and sell it to SB.

Moss offers hair loss advice

Moss is running a pilot scheme with Pharmacia & Upjohn (P&U) to test whether customers will ask pharmacists for advice about thinning hair.

Under the pilot, which ends in April, customers are encouraged to take home advice about hair loss and Regaine, P&U's treatment for thinning hair. Twenty Moss stores in the Guildford area are involved.

The pharmacists were trained on all aspects of hair loss at a College of Pharmacy Practice accredited course last month. The training included tips on the poorly understood, psychological effects of hair loss.

If the pilot succeeds, P&U says it could be extended nationwide.

Voluntary group helps assaulted retailers

Victim Support Wandsworth (VSW) has launched 'self help groups' to help small retailers who have been physically or sexually assaulted.

VSW is a voluntary organisation that offers emotional support to crime victims.

Pharmacies suffer one of the highest rates of retail staff assaults – 14 per 1,000, according to the British Retail Consortium (BRC), placing them second only to off-licences (28 per 1,000).

Staff who are not supported after assaults, says BRC, are more likely to take longer to return to work, if they ever do. Their morale and efficiency suffers and they take more absence and sickness leave.

The first two groups will begin on November 24 in Balham, London and run for six weeks. VSW says the group scheme could be extended nationwide, provided the pilot succeeds and there is enough funding.

AAH to close re-packaging plants

AAH has announced plans to close Hillcross Pharmaceuticals, its generics repackaging plant in Burnley.

The plant, which has 95 employees, will be closed in two phases. The first will begin on January 1, when about half of its staff will be made redundant, with the second on March 31.

Drug manufacturers will carry out the re-packaging themselves. AAH says its Hillcross brand is not affected by the move and will still be available to independent pharmacies.

Michael Ward, the company's

chief executive, says: "This announcement is made with deep regret. The integration of AAH and Lloyds has changed the economics of the Burnley factory and, following a full review, closure was the only option open to us."

AAH, he adds, has asked a specialist recruitment company to help the factory's employees find other jobs.

● Members of AAH's Vantage scheme will be able to pay their annual membership fee of \$225 by direct debit from January (tel: 01928 755248).

Pharmacy Plus wins Excellence Awards



The Pharmacy Plus management team (left to right): proprietor Tariq Mohamed, Joel Hirst and Greg Miller,

A Bristol pharmacy business has won this year's Switch Independent Retailer Excellence Awards.

Competing against other pharmacies and independent retailers in eight other trade categories, Pharmacy Plus was recognised as one of the nation's top independent retail businesses.

As the leading trade title in the pharmacy sector, *Chemist & Druggist* has been pleased to support the awards, run in association with the British Chamber of Commerce, for the past four years.

Pharmacy Plus, founded in August 1994, now has three branches: Bedminster, Clifton and St Annes. Proprietor Tariq Muhammad says the business has always sought to pay attention to people's needs and fill the gaps in healthcare left by the NHS.

Other pharmacies shortlisted in the awards are Centra Pharmacy, 20 Queen's Square, High Wycombe, Bucks, and Duran Drive-Thru Chemist, Norton Canes, Cannock, Staffs.

Care First Group acquires Surgichem for £1.4m

Care First Group, one of the UK's largest care home groups, has acquired Surgichem for £1.4 million cash.

CFG runs 135 nursing and residential care homes and has a growing home care business.

Norman Niven, Surgichem's chief executive and main shareholder, says the sale will give it a wider role in medication management. "And we intend to take

community pharmacists with us, giving them new and profitable opportunities," he says.

Surgichem's day to day operations remain the same.

Surgichem's interests include the Nomad monitored dosage system and training schemes for pharmacy, nursing and care staff. It reported a turnover of \$2 million for the year to September, 1996.

Competition

DETTOL in the Home



While the garden may be a relaxing backdrop for lazy Sunday afternoon activities, accidents in the garden can occur at unexpected moments. Most of the germs and bacteria in the garden are harmless. However, some can cause infection. Therefore, it is important to cleanse the wounds as soon as possible with DETTOL Antiseptic Pain Relief Spray (containing benzalkonium chloride 0.198 per cent w/v and lidocaine hydrochloride Ph Eur 2.2 per cent w/v). Available only from pharmacies, DETTOL Antiseptic Pain Relief Spray is an ideal product to recommend to your customers because not only does it help to wash away dirt and cleanse wounds, it also soothes pain fast. DETTOL Antiseptic Pain Relief Spray is ideal to treat a variety of minor injuries, including:

- cuts, grazes and scrapes, especially when children are cycling or rollerblading
- insect bites and stings
- minor burns and scalds, including those from the barbecue or bonfire.

This week, DETTOL from Reckitt & Colman is offering the opportunity to win a mini garden. The first name drawn out of the hat will win hanging plants to brighten up their pharmacy.

To win, simply answer the following question:

Q What is the anaesthetic ingredient in DETTOL Antiseptic Pain Relief Spray?

Send your answer on a postcard to: DETTOL Hygiene Home Competition, C&D, Miller Freeman House, Sovereign Way, Tonbridge, Kent TN9 1RW by December 6.

DETTOL is a trademark. Always read the label. Supply classification Pharmacy/Medical Product.

DETTOL Antiseptic Pain Relief Spray is manufactured by Reckitt & Colman Products, Danson Lane, Hull HU8 7DS from whom further information is available on request, tel: 01482 326151.

Rules 1 The competition is open to pharmacists only. 2 Only one entry per person written on a postcard will be accepted. 3 The competition is not open to employees of Reckitt & Colman, Miller Freeman or their agencies or relatives. 4 Entries received after December 6, 1997, will not be eligible. 5 The first correct entry drawn at random after the closing date will be awarded the prize as stated. 6 The judges' decision is final and no correspondence will be entered into. 7 Reckitt & Colman reserves the right to use any submissions for future publicity. 8 No cash alternative will be offered.

Drug sales hit record peak

The UK drug industry had record sales during the first half of the year – its trade balance (the difference between exports and imports) rose six per cent to \$1,215 million, according to the Association of the British Pharmaceutical Industry (ABPI).

Exports rose 5 per cent to \$2,766 million, while imports were up four per cent to \$1,551 million, compared with the same period last year.

The drug industry's performance outside the European Union (EU) is particularly impressive. Sales to non-EU countries rose 12 per cent to \$1,316 million and caused the trade balance with these countries to leap 28 per cent to \$839 million.

Dr Trevor Jones, the ABPI's

director general, says: "One of the biggest reasons for our success abroad is the recognised high quality of our medicines, based on their widespread use in the NHS. As long as the pharmaceutical industry continues to receive due recognition at home, it will continue to flourish abroad."

● The ABPI is one of the sponsors of a handbook – 'Cracking It!' – that advises women how they can be more successful in science, engineering and technology industries.

At the book's launch, Dr Till Medinger, a past president of the ABPI, said the pharmaceutical industry needed female recruits because it wanted highly skilled, motivated people.

The industry, he added, is a

major employer of scientists and engineers.

"We are pleased to see the numbers of women entering these traditionally male-dominated areas increasing and, as an industry, we have done much to support this change," he says.

More women are also being recruited in the drugs industry and reaching senior levels within companies.

'Cracking It!' has been produced by the Department of Trade and Industry. Other sponsors include Women in Science and Technology, the Engineering and Marine Training Authority, the Wellcome Trust and the Engineering Employers' Federation.

For copies of the book, price \$10.99, tel: 0161 480 5285.

'Drug companies enjoy top profits'

International drug companies enjoy the highest profits in industry, according to Datamonitor.

The market researcher's latest report – *Pricing strategies: tools for optimising revenue* – says the top 10 companies' profit margins show little correlation between cost and revenues.

Demand tends to be the main influence on drug prices – especially the market's perception of the products.

Drug companies usually justify their prices by saying their manufacturing and R&D costs are higher. Only two companies in the industry have operating profit margins less than 15 per cent – and these deal mainly with bulk chemicals, which are less profitable than mainstream drugs.

The situation reflects the special nature of the international drug markets – protected environments where customers have little scope to shop around. Not surprisingly, says Datamonitor, drug prices have not played a central role in drug companies' strategies.

Restrictions on supply and

Operating margins of top 10 drug companies, 1996

Company	%
Glaxo Wellcome	37.8
Bristol-Myers Squibb	26.1
Merck	24.3
Roche	21.4
American Home Products	21.1
Smithkline Beecham	20.6
Johnson & Johnson	19.9
Novartis	16.0
Bayer	9.3
Hoechst Marion Roussel	7.9

Source: Datamonitor

demand are more balanced in the UK. The NHS, for example, effectively controls the demand side, while the government imposes a profit ceiling that depresses drug prices.

Datamonitor warns, however, that drug companies profits will come under more pressure as customers become more cost-conscious, and as various countries seek to restrain healthcare costs.

Pricing strategies: tools for optimising revenue, price \$2,995 (\$1,760), tel: 0171 316 0001.

Norton to launch 'world's first non-CFC inhaler'

Norton Healthcare has received marketing clearance in Ireland and France to launch what it claims is the world's first CFC-free metered-dose inhaler (MDI) for beclomethasone dipropionate, an asthma treatment.

The company's environmentally friendly MDI uses a hydrofluoroalkane (HFA) instead of a CFC propellant.

Jon Close, its managing director, says the CFC-free inhaler could be launched in the UK by the end of the year. The product is currently being assessed by the Medicines Control Agency.

The French and Irish markets will probably receive their first non-CFC inhalers in January.

Mr Close says he is thrilled to have obtained clearance for two EU markets. "It's very important to be first in the market with a non-CFC and we got there even before the originators," he says.

Vanguard to raise \$47.9 million for R&D

Vanguard Medica Group, the biotech company, plans to raise \$47.9 million through a placing and open offer.

The money will be used to pay for Vanguard's R&D costs and to give it the financial 'muscle' to negotiate confidently with potential partners. Vanguard's monthly expenditure is about \$2 million which, given its current cash levels, would leave it short of cash in about six months.

Vanguard says the money raised should cover its R&D costs for three years.

Its offer consists of 2,251,954 units priced 1,215p each. A unit comprises three new ordinary shares and two warrants.

Nearly one-fifth of the units have already been allocated to shareholders. The remainder will be placed with institutional investors.

Vanguard's biggest project is

VML 251, a migraine treatment due to be presented to US regulatory authorities at the end of next year and in Europe in 1999.

Other compounds include VML 530 for asthma and VML 252, a treatment for hyperphosphataemia.

Investors seem unimpressed by the news – Vanguard's shares fell 12.5p to 432.5p after its announcement and, at the beginning of this week, were at 430p.

COMING EVENTS

MONDAY, NOVEMBER 24

South East Wales WCPPE
Cardiff. 'Medicine in old age'.

TUESDAY, NOVEMBER 25

NICPPET

Belfast. 'Therapeutics: gastrointestinal system'.

N Wales & N Powys WCPPE

Rossett, Nr Wrexham. 'Hepatitis C and its implications to needle syringe users/needle syringe exchange'.

W Wales & S Powys WCPPE

Aberaeron. 'Monitoring drug therapy in primary care'.

Leic Branch, RPSGB

Clinical Education Centre, LRI, 7.30 for 8pm. 'Pharmacy in a New Age, Building the Future'.

East Metropoli Branch, RPSGB

Wanstead Library, Spratt Hall Road, Wanstead, 7.30 for 8pm. 'Stand by your Gran'. Alzheimer's Disease, Dementia and CJD.

WEDNESDAY, NOVEMBER 26

NICPPET

Hillsborough. 'Keeping in touch with pharmaceutical practice'.

W Wales & S Powys WCPPE

Carmarthen. 'Health Promotion Form'.

Wirral Branch, RPSGB

Wirral Postgrad Medical Centre, Clatterbridge Hospital, 7.30 for 8.15pm. 'Coronary heart disease in diabetes'.

NPA's West Midlands regional dinner

Stakis Birmingham Metropole/NEC, 7.15 for 8pm.

THURSDAY, NOVEMBER 27

N Wales & N Powys WCPPE

Caernarfon. 'Dementia and Alzheimer's disease update'.

W Wales & S Powys WCPPE

Brecon. 'Medicines management: ophthalmology'.

South Staffordshire Branch, RPSGB

Quiz Night at Barton-under-Needwood Cricket Club, 7.30 for 8pm.

West Hertfordshire Branch, RPSGB

BUPA Hospital, Harpenden, 7.30 for 8pm. 'Alzheimer's Disease and Aricept'.

Gwent Branch, RPSGB

Part of the centenary celebrations – a Ceilidh at Cwmbran Stadium, 7.30pm.

ADVANCED INFORMATION

The Oshwal Pharmacists is holding its 17th Annual Ball on **November 22** at the Radisson Edwardian Hotel, Heathrow. Guest of honour is Peter Curphey, president of the RPSGB. For further information, tel: 0181 445 6604.

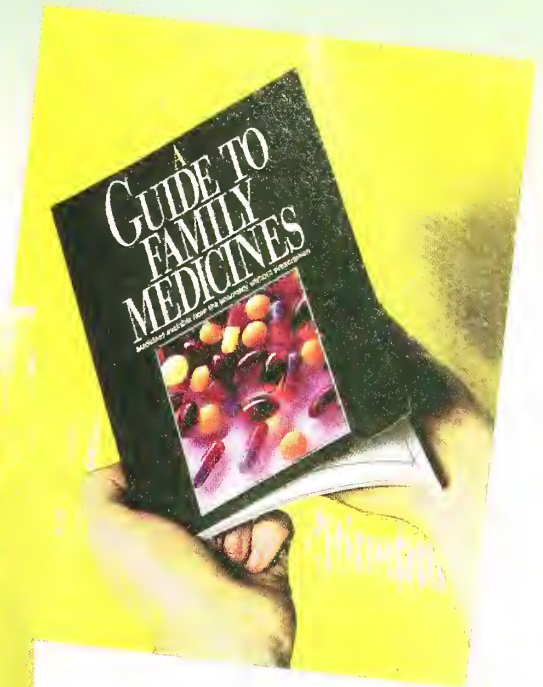
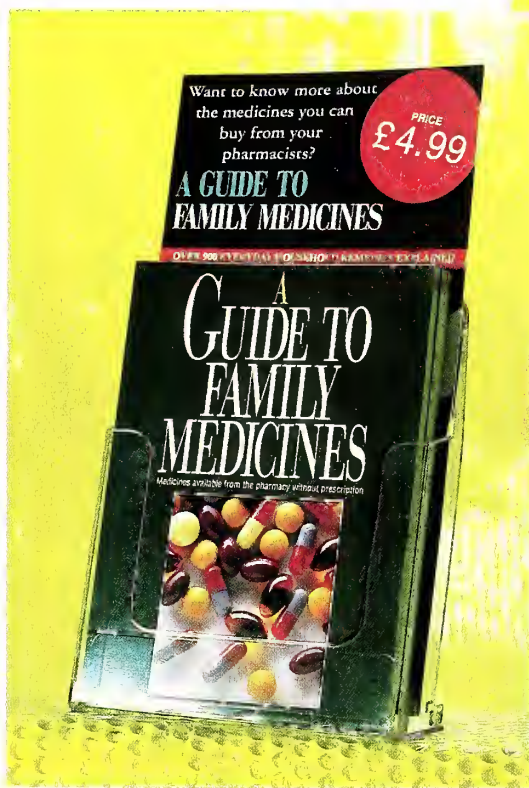
The Royal Pharmaceutical Society is holding a conference on 'Developing together: sharing a lifelong commitment to CPD', on **December 8/9**, at the Rutland Square Hotel, St James Street, Nottingham. For further details, tel: 0171 735 9141.

Would you like to sell a book on licensed OTC medicines that champions pharmacy

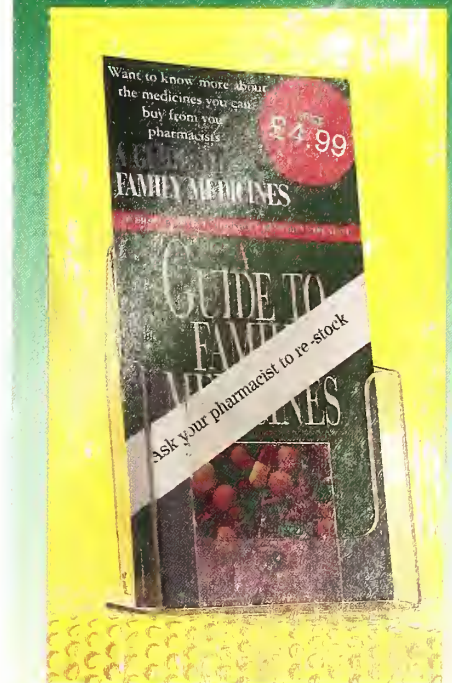
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- Gives indications, ingredients, dosage and pack size

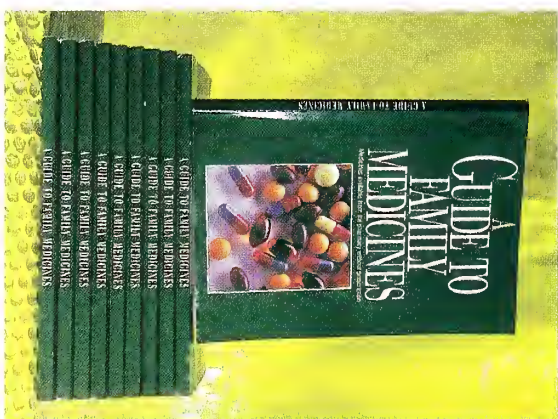
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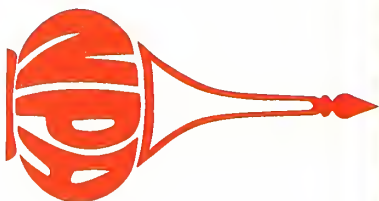
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Cumbrian chemists inspected by TV's 'House Detectives'

Researchers from BBC2's 'House Detectives' antiques series have inspected a pharmacy in Cumbria for an episode to be screened on TV next year.

Last month, House Detectives' presenters Mac Dowdy, Judith Miller and programme co-ordinator Juliet Morris spent six days at Sedbergh Chemists in Sedbergh, where pharmacist Jacky Holton lives with her civil engineer husband Chris.

"There were a lot of exciting things we didn't know about, like who lived and worked in the building, and the building's age, which was a major find. The programme makers uncovered some interesting things – but I can't tell you what they are," says Mrs Holton.

Mr and Mrs Holton, who live above the pharmacy, started restoring the building one and a



L-r: Jacky Holton, Judith Miller, Mac Dowdy, Chris Holton and Juliet Morris

half years ago, after it had been left vacant for 70 years.

They are refitting the pharmacy in a Victorian style, and hope to finish the work in another year.

"In my heart of hearts, I didn't think that we'd be chosen for the programme," says Jacky. But they were, thanks to dispensing

technician Christine Gibson, who encouraged Jacky and her husband to apply to 'House Detectives' in February. Mr and Mrs Holton sent a portfolio and photographs of the building to the series' producers in May.

The programme is due to be screened at the end of February or the beginning of March.

Lloyd gives Jaguar collection to museum

Allen Lloyd, former owner of the Lloyds Chemist chain and well-known car enthusiast, has become the president of the Jaguar Daimler Heritage Trust (JDHT) and has donated his \$5 million Jaguar collection to the trust.

Mr Lloyd, who has been a trustee of JDHT for the past three years, had a collection of 40 vehicles, believed to be the largest private collection of Jaguars in the world, according to JDHT's curator of vehicles, Tony O'Keefe.

Mr Lloyd has been collecting Jaguars for over 20 years, and at its height, his collection comprised over 60 vehicles. His collection will join the 110 automobiles already on display at Jaguar's manufacturing plant in Browns Lane, Coventry, until September next year.

The oldest Jaguar in Mr Lloyd's collection is the SS90, which was made in 1935. His fastest car is the Jaguar XJ220 with a top speed of 212mph. The rarest vehicles are a Jaguar XKSS, worth \$750,000, and a light-weight E-type of the same value.

Pharmacist turns brickie in Tanzania

Pharmacist Peter Cipolla had the experience of a lifetime when he spent three months in Tanzania building a health dispensary this summer.

Mr Cipolla, who works at Ware & Cross Pharmacy, Iloddesdon, and Andrews Pharmacy in Ware, travelled to Tanzania in July as part of a construction team for charity Health Projects Abroad.

Mr Cipolla raised \$1,300 of the \$2,900 required for the trip with a sponsored bungee jump, and a sponsored head shave, a week before he left (see *C&D* January 11, p26). He went on a language and culture course five days before his departure.

Peter was part of a construction team which made its own bricks with mud and cement, and gravel by smashing rocks. He helped construct a primary school and health dispensary, which served as a mini-hospital for the local community.

"The conditions were harsh. I ate no meat or fish for three months. There was no electricity or running water, and we cooked on charcoal," he says.

"The water hole was a half-

hour round trip with a wheelbarrow and container. The water we brought back was filtered through canvas sacks to remove some of the mud and a chlorine tablet was added".

He has quickly readapted to life in the UK. "I appreciated the food and the comforts of life when I returned. There are a lot of things we take for granted such as housing, beds and warmth," says Peter.



APPOINTMENTS

C&D publishing director elected Pharmatop president



Chemist & Druggist's publishing director Roger Murphy has been elected president of Pharmatop, the international association of pharmacy publications.

The group, which met in Vienna last week, has elected Mr Murphy for a two-year term. He is joined by new vice-president Dr Jacques Gagné, of Maclean Hunter Canada.

Pharmatop monitors market trends, studies professional relations and seeks to promote the role of pharmacy in the overall healthcare environment.

Prof Nick Bosanquet (Health Policy Unit, Imperial College School of Medicine, London), **Claire Rayner** (Patients' Association chairwoman) and **Jonathan Rees** (head of the Citizen's Charter Unit) will be working to develop the new NHS Charter with 20 other advisers.

Jeremy Reuben has been appointed as a partner of pharmacy business transfer agents Henry I Perlow and locum agency Locum-link. Pharmed has appointed **Martin Strange** as head of its technical team.

Keith Bridgett, finance director of Wardles, has been appointed to the company's board as an executive director. **Michael Baker** has been promoted to director of legal and regulatory affairs at the Proprietary Association of Great Britain.



PHARMACISTS

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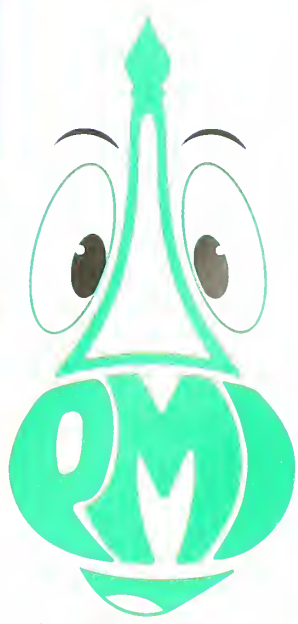
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Part 5

The Nicotine Inhalation Device

Part 5 of a series of 6 articles

This is the fifth and last in a series of articles on smoking cessation. They have been designed to provide you with relevant background information and keep you up-to-date with this important and growing category.

This module covers the introduction of an unique new form of nicotine replacement therapy – the Inhalation Device.

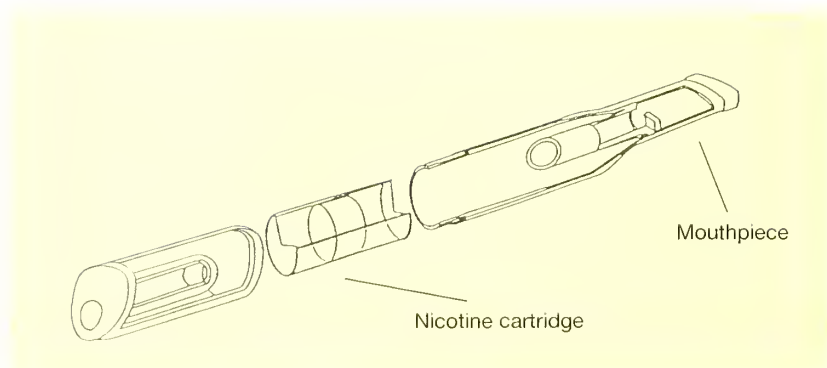
Introducing the Nicotine Inhalation Device

The Inhalation Device consists of a mouthpiece containing a plug impregnated with long acting nicotine. It provides nicotine via oral inhalation and is the only NRT dosage form which directly addresses the behavioural (i.e. the hand-to-mouth actions), as well as the pharmacological dependency of smoking.



How *does it work?*

Inhalation causes air saturated with vapourised nicotine to be drawn into the upper respiratory tract; the nicotine is absorbed mainly via the buccal mucosa. The amount of nicotine released depends on the volume of air passing through the nicotine-impregnated plug, and the temperature. There is also a mild menthol flavour.



THE NICOTINE INHALATION DEVICE

Which *smokers* are most suitable?

The nicotine inhalation device is specifically designed to address the behavioural component of cigarette dependency and is therefore recommended for:

- Highly behavioural-dependent smokers
- Smokers of 20 or less cigarettes/day

Overcoming

nicotine dependence

Addiction to nicotine is so strong that more than 50% of heroin and cocaine users and alcoholics who smoke cigarettes believe that nicotine is harder to quit than their other addiction.'

Cigarette smoking is associated with two forms of dependence; behavioural and pharmacological. Although the two components of dependence are likely to vary between individual smokers, ideally NRT should target both forms of dependence.

Dependence = Behavioural dependence + Pharmacological dependence

Pharmacological

dependence

Pharmacological or physical dependence to nicotine is probably the main reason why smokers find it so difficult to quit. Following inhalation of a cigarette, nicotine is absorbed through the lungs and high concentrations reach the brain in seven seconds. This rapid effect may be an important factor in nicotine dependence. Smokers experience mood changes including pleasure, arousal and improved concentration.

All forms of NRT including gum, patch, and nasal spray formulations successfully treat the physical dependence by providing a controlled uptake of nicotine through the mouth, skin or nose followed by a staged gradual reduction over a number of weeks.



The *role* of behavioural dependence

Young people often begin smoking because of peer pressure or the desire to appear older or more sophisticated; the habit quickly becomes self-reinforcing. Smoking often becomes associated with certain situations – for example after a meal, social drinking or during times of stress.

Behavioural patterns associated with smoking are also difficult to break. Lighting and holding a cigarette, flicking away the ash and blowing out the smoke are rituals regular smokers may repeat more than 200 times a day.

The nicotine inhalation device is the only form of NRT specifically designed to address the behavioural component of nicotine dependency (in particular the habitual hand-to-mouth activity), as well as the physical aspects of smoking.

The clinical *support*

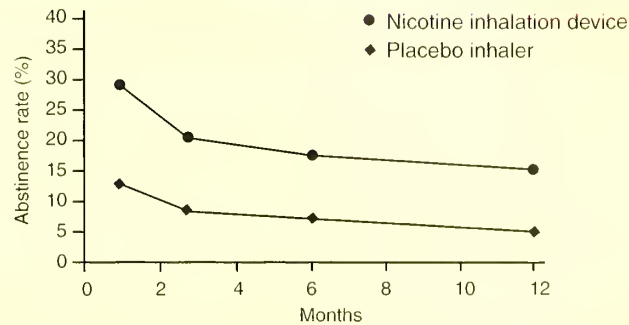
- Significantly higher cessation rates than placebo

In a study of 286 volunteers, abstinence rates with the nicotine inhalation device were significantly higher than those of placebo - 37% compared to 19% at six weeks, 25% compared to 13% at three months, 19% compared to 10% at six months and 17% compared to 6% at 12 months follow-up.¹ The inhalation device was used regularly for three months and then tapered for three months.

Abstinence Rates: Nicotine inhalation device versus placebo

Country (no. of study participants)	Abstinence rates (%)											
	6 weeks			3 months			6 months			12 months		
	N	P	p	N	P	p	N	P	p	N	P	p
Denmark (n=286) ^[59]	37	19	0.001	25	13	0.009	19	10	0.036	17	6	0.004

N = Nicotine Inhalation Device P = Placebo



A comparison of the abstinence rates achieved at various time points over 12 months in volunteer smokers using a nicotine inhalation device or placebo inhaler

- **Proven suppression of withdrawal symptoms**

The nicotine from the inhalation device is absorbed via the buccal mucosa so does not provide the high nicotine peaks which are achieved soon after smoking a cigarette. However the nicotine inhalation device provides approximately one-third of the nicotine levels achieved from cigarette smoking which is adequate to suppress withdrawal symptoms.

- **Significantly less nicotine cravings experienced than with placebo**

A strong correlation is found between plasma nicotine concentration and craving. The nicotine inhalation device is significantly effective in satisfying the craving aspect of nicotine addiction, which plays an important role in preventing relapse.¹

- **High level of clinical acceptance**

In a clinical study of 223 subjects, satisfaction and preference for the nicotine inhalation device were significantly greater than for the placebo ($p < 0.05$). The sensory effects of taste and smell from the inhalation device were also rated more highly than placebo.²

The high level of clinical acceptance should encourage good compliance and lead to greater suppression of withdrawal effects.

Pharmacy *advice*

- Check if customer is taking any other medication

Whether or not NRT is used, stopping smoking may alter the pharmacokinetics of several drugs and require dose adjustment. Drugs which may be affected include paracetamol, caffeine, imipramine, oxazepam, pentazocine, propranolol, theophylline and insulin.

- Check if patient is pregnant or breast feeding

- Explain the importance of completely stopping smoking whilst using the nicotine inhalation device

Combining NRT with cigarettes may produce a higher frequency of adverse effects than normally experienced. The highest success rate is with those who don't smoke at all.

- Determine if the nicotine inhalation device is a suitable form of NRT

Ascertain if the patient is a highly behavioural dependent smoker and the number of cigarettes smoked per day. All forms of NRT are contra-indicated for children under 18 years of age.

- Explain inhalation technique and correct use of nicotine inhalation device

1. Peel back foil, as indicated on the label, and remove a cartridge from the tray.
2. Separate the two parts of the mouthpiece.
3. Insert the sealed cartridge (consisting of a tube containing a nicotine-impregnated plug) into the mouthpiece.
4. Re-assemble the mouthpiece (this breaks the seal on **both** ends of the cartridge).
5. The inhalation device is now ready for use.

The nicotine vapour is inhaled by shallow puffing, or deeply inhaling. The amount of nicotine absorbed is the same whichever technique is used. Sucking on the mouthpiece allows air to pass through the cartridge.

The empty mouthpiece should be cleaned by rinsing in water several times a week. It can be re-used with new cartridges. The nicotine inhalation device works best at room temperature (15-20°C or 59°F-68°F). In the cold (below 15°C) nicotine evaporates more slowly and it is necessary to inhale more frequently.

- **Explain flexible dosing regimen**

The nicotine inhalation device consists of a plastic mouthpiece loaded with a cartridge containing 10mg of nicotine - up to half of which is delivered to the user. Each cartridge provides a 20 minute supply of nicotine, if used continuously. However this supply is not meant to be used all at once. It should be divided over a portion of the day (e.g. 2 x 10 mins; 4 x 5 mins; 10 x 2 mins). The number, frequency and duration of inhalations can be varied according to individual preference.

In order to provide adequate nicotine replacement and depress withdrawal symptoms, it is recommended that patients should use between 6-12 cartridges per day. Correct and regular use of the inhalation device is likely to increase the chance of success.

- **Highlight the importance of reduction therapy**

It is important to remember that, as with other nicotine replacement products, the nicotine inhalation device is not recommended for long term use. It should only be used as a temporary relief until the psychosocial factor of dependence has been reduced.

For the first eight weeks it is recommended that no less than six and no more than 12 cartridges are used. Over weeks nine and 10, it is recommended that patients reduce the number of cartridges used per day by half. Over weeks 11 and 12 they should gradually reduce the number of cartridges used per day until they have totally weaned themselves off.

- **Explain any side-effects you feel appropriate**

Local adverse events are relatively common, occurring most frequently in the early stages of treatment and decrease with repeated use. These symptoms are generally mild and include cough, hiccups, sinusitis, irritation in the mouth and a sore throat. Other systemic effects may include headache, heartburn and nausea. The nicotine inhalation device is not suitable for patients allergic to nicotine, menthol or those who have severe respiratory incapacity.

- **The nicotine inhalation device should be used with caution in patients with the following conditions - advise to consult doctor before use**

History of peptic ulceration	Renal or Hepatic impairment
Diabetes mellitus	Recent myocardial infarction
Serious cardiac arrhythmias	Hyperthyroidism
Hypertension	Peripheral vascular disease

All forms of nicotine are contra-indicated throughout pregnancy as the blood carries nicotine to the baby. Similarly nicotine is excreted in breast milk so should be avoided if breast feeding.

As the nicotine inhalation device is new, patients should see a doctor before starting a second course.

The nicotine inhalation device

a summary

The nicotine inhalation device is the latest addition to the range of NRT options available, allowing you to select the most appropriate product for your customers individual needs. The nicotine inhalation device offers the following benefits so is most suitable for smokers who have a high behavioural dependency.

Features and benefits

of the nicotine inhalation device

FEATURE	BENEFIT
The only form of NRT to address the behavioural and pharmacological addiction of smoking Designed for regular hand-to-mouth activity	Minimises the transition from smoking
Can be used as and when required	Dosage can be tailored to individual needs
Highly acceptable route of administration	Mimics sensory aspect of smoking
Alternative to gum	Suitable for those with dental problems Suitable for situations when users are unable to chew

It is important to remember that NRT is most effective when accompanied by appropriate counselling and support.

This series consists of five parts which will culminate in a multiple choice questionnaire. For spare copies of the individual inserts and a free binder please write to FREEPOST MK15 11, Consumer Healthcare Division, Davy Avenue, Knowlhill, Milton Keynes MK5 8PH

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1. Monograph. Pharmacia & Upjohn. Data on file. 2. Tonnesen P, Norregaard J, Mikkelsen K, et al. A double-blind trial of a nicotine inhaler for smoking cessation. JAMA 1993; 269: 1268-71. 3. Schneider et al. Efficacy of a nicotine inhaler in smoking cessation: a double-blind, placebo-controlled trial. Addiction 1996; 91(9), 1293-1306.



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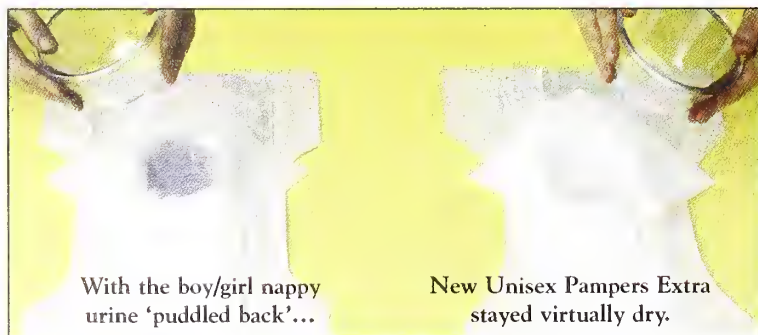
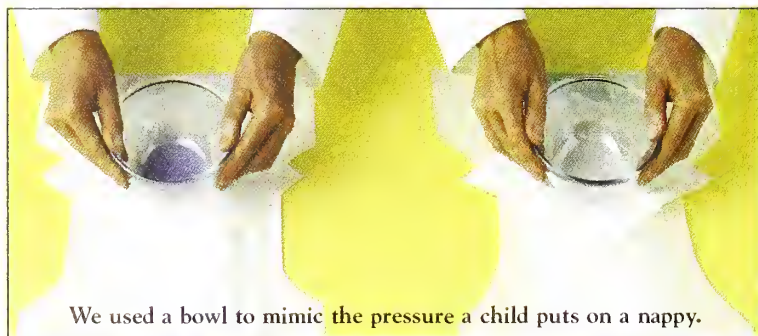
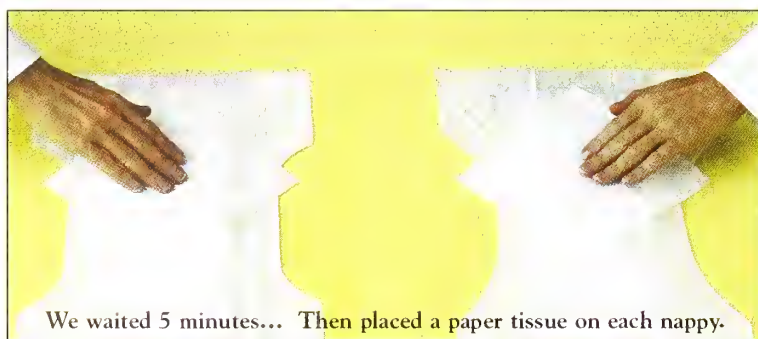
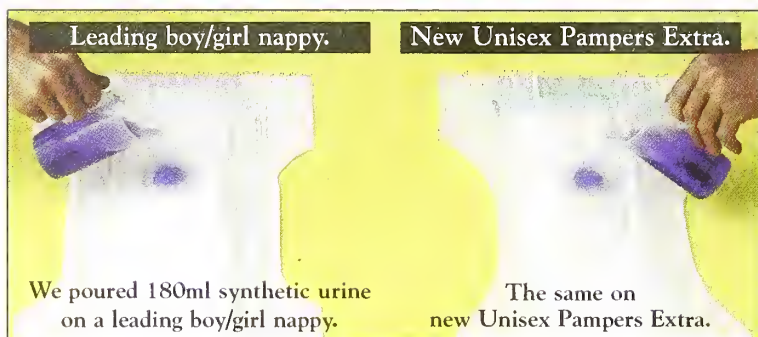
OVER THE COUNTER

NOVEMBER 1997



Introducing Philippa Myles, winner of the OTC/Miners model competition

Announcing a revolutionary new Unisex nappy that you can trust to keep baby's skin dry.



Any mother who has carried a baby in her arms knows how heavy they can be, but what she might not know is what the baby's weight can do to a nappy.

Although a nappy can feel dry to the touch, parents often don't realise that when their child puts weight onto their nappy, by bouncing about or sitting down, the urine can puddle back against the skin.

We've added an EXTRA UNISEX PROTECTION SHEET...

...and improved the power of the lockaway core.



With new Unisex Pampers Extra, which is replacing Boy and Girl Pampers, no matter where the baby wets, the Extra Unisex Protection Sheet spreads urine through the nappy where it is absorbed into the improved lock-away core.

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New Unisex Pampers Extra.

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November 22, 1997

Supplement Co-ordinator:

Maria Murray, MRPharmS

Art Editor: Tony Lamb

Production Editor: Vanessa Townsend

Art Assistant: Jamie Lamb

Editor: Patrick Grice, MRPharmS

Ad Manager: Julian de Bruxelles

Publishing director: Roger Murphy

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Fax: 01732 361534

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Find out how 30 minutes care a week can give you a more beautiful body. Sarah Purcell shares her secrets

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Bit of bother with your bowels?

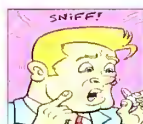
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With the festive season approaching Zita Thornton offers advice on sensible measures

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Cold weather customers

When customers complain of winter ailments a few questions can reveal some surprises. Our resident pharmacist Jeremy Clitherow explains

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With Christmas approaching Anne Mullee gives us a timely reminder of what's happening in the fragrance market

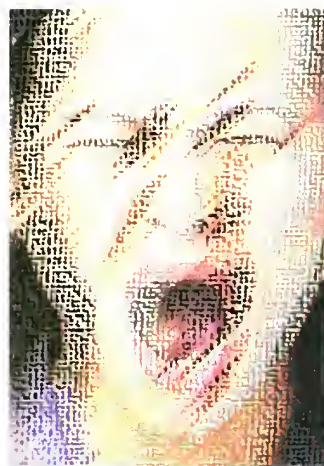
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OTC

OVER THE COUNTER

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Teen torment

Spots and period problems are hardly life-threatening diseases – but they can add to the burden of teen troubles

24

It's good to talk

Training consultant Diane Bailey helps you get the most from conversations

26

Brighten up your life

For the 14 million people in the UK who suffer from cold sores, exposure to the sun during a winter break or trip to the slopes may bring an additional holiday hazard: UV light can be a trigger for the cold sore virus – the last thing you want when you're trying to look your best during your holiday.

Zovirax Cold Sore Cream has a unique patented formulation, which aids penetration, enabling it to quickly tackle the cold sore virus. By helping to stop the virus from multiplying, early treatment with Zovirax is proven to help shorten the duration of the attack by days, or even prevent a cold sore appearing.

The makers of Zovirax Cold Sore Cream are giving away a number of limited edition skinny fit T-shirts featuring an exclusive ultra-violet light sensitive design. Guaranteed to keep your friends amazed, the T-shirt bursts into colour when exposed to the sun's UV rays.

Twenty lucky *Over the Counter* readers will be dazzling their friends and family with this fun T-shirt. To enter the free prize draw simply send your name and address on a postcard to: Zovirax T-shirt/OTC reader offer, Munro & Forster, 37 Soho Square, London W1V 5DG.



As you can see from our stunning front cover, Philippa Myles from Wolverhampton is a worthy winner of the OTC/Miners Model competition. Turn to page 20 to find out more about Philippa and her day as a supermodel at the photographic studio in London.

Philippa adds some attitude and glamour to our fragrance feature on page 22 which offers some handy hints if you're thinking of perfume as a present this Christmas. So, if you are not sure whether to go for oriental or oceanic, this is a must-read.

Unfortunately, if it's time to think about Christmas presents, it's also time to prepare for the onslaught of customers suffering from coughs, cold, sneezes and various other diseases. Starting on page 16, our resident pharmacist Jeremy Clitherow highlights some typical presentations of winter ailments and offers some suggestions and further questions that will sift out any potential problems, leading to satisfied customers and healthy sales.

Christmas and the New Year are traditionally times for over-indulgence on the food and alcohol front. It's easy to over do it when you're at a party and every time you put down a half-empty glass of wine, it's mysteriously refilled.

With a wide range of over-indulgence products on the shelves we can offer sufferers some relief from the morning after syndrome of headaches and upset stomachs, but as with most things in life, prevention is usually better (certainly less painful) than a cure. In our feature on alcohol we explode some of the myths surrounding alcohol such as 'spirits not giving you a hangover' and the 'hair of a dog', as well as offering some tips on ways of cutting down on your alcohol intake. The good news is that moderation is the key, so I wish you all plenty of Christmas cheer.

Our next issue will be published at the end of January and one of my New Year resolutions is to have more reader input in *OTC*. So, if you have any news stories, pictures, suggestions for new features or simply want to get something off your chest, get in touch.

Maria Murray

Supplement co-ordinator

NEWS

Coping with carers



Many people do not describe themselves as carers, particularly if the person they are looking after is a relation, yet their life is restricted by the need to look after someone at home who requires help.

It is estimated that there are 6.8 million carers in the UK, providing support worth £34 billion a year. But many of these are elderly or in poor health themselves.

A new leaflet, 'Coping with caring', has been produced by the Carers National Association in association with the Pharmacy Healthcare Scheme, and is now available in pharmacies throughout the country.

The leaflet encourages people to recognise they are carers. It looks at the conflicting needs and emotions that caring can bring and offers helpful hints on how to recognise and reduce stress. It also explains the way in which the local pharmacist can help.

The Carers National Association has a lo-call CarersLine where you can get practical advice and information on caring and financial help. Tel: 0345 573369 (Mon-Fri, 10am-midday and 2-4pm).

Are you fit after 50?

Life may begin at 40 but today, a new generation of 50 plus men and women are fit at 50.

According to a Centrum Select 50+ survey, a surprising 65 per cent of men and women questioned claimed to play sport once a week or more, with nearly a fifth (18 per cent) claiming to play sport regularly. Over half enjoy walking, 13 per cent swim regularly and 7 per cent play golf on a regular basis.

An overwhelming 89 per cent of 50 to 60-year-olds say they are enjoying

life over 50, with over half saying that experience helps you enjoy life more as you get older.

More than one in four of those surveyed said their life is good, with over a fifth stating that their love life has actually improved since they turned 50.

The survey also revealed that Joanna Lumley is the most admired 50 plus female celebrity by women over 50. Paul McCartney was the male personality most admired by men over 50.

Encourage flu jabs

More must be done by healthcare professionals to encourage at-risk patients to take up the flu vaccine.

Vaccine uptake has been rising every year, but only half of all at-risk patients are being vaccinated. One survey discovered that 44 per cent of at-risk patients did not take up vaccination because they were either unaware of the need for it or had not received professional advice. A further 19 per cent did not know a flu vaccine existed and 11 per cent did not believe it worked.

However, the good news is that the general public are very receptive to professional advice on flu. Eight out of ten people take up flu jabs after they are recommended to them by a healthcare professional.

In January this year, 11,630 deaths across the UK were due to flu, pneumonia and bronchitis, many of which could be prevented by annual vaccination.

● At-risk groups are: the elderly, people in long-stay residential care, and those with chronic respiratory disease, chronic heart disease, chronic renal failure, diabetes mellitus and immune suppression.

Gluten-free goodies

Good news for anyone on a gluten-free diet is that two manufacturers have produced recipe booklets with some delicious gluten-free recipes.

Juvela has produced a new step-by-step gluten-free baking booklet, entitled 'A Simple Approach to Gluten-free Baking with Juvela'. Of

particular use to newly diagnosed coeliac patients are step-by-step illustrations which demonstrate some of the basic techniques for making gluten-free bread, cakes and pastry. Copies are available free by calling the Juvela Nutrition Centre Advice Line on 0151 228 1992.

Nutricia Dietary Products has produced a free cake recipe leaflet entitled 'The Guide to perfect Cakes using Glutafin Gluten-Free Mixes'. It contains six popular quick and easy cake recipes including chocolate cake and carrot cake with a section on helpful hints and tips. Copies are available from the Glutafin Customer Careline on 01225 711801.

Benefits of HRT still outweigh cancer risk

The slightly higher risk of breast cancer associated with the use of hormone replacement therapy has been confirmed by a new study published in *The Lancet*. However, women were reassured that the benefits, such as reduced risk of heart disease and osteoporosis, still outweigh the cancer risk and they should continue treatment.

The comprehensive study, carried out by the Imperial Cancer Research Fund, used data from studies involving over 150,000 women.

Women who only took HRT for a short period around the menopause had a very low excess risk. In women over 50 who had never taken HRT the risk of developing breast cancer over the next 20 years was 45 in every 1,000. This is compared with 47 per 1,000 in women who had taken HRT for five years; 51 per 1,000 on HRT for ten years and 57 per 1,000 on HRT for 15 years.

However, this increased risk disappeared within five years of discontinuing HRT therapy. In addition, tumours which developed in women on HRT tended to be confined to the breast area and were less likely to spread compared with non-users.

The Committee on Safety of Medicines has produced an HRT information sheet. Copies are available from the Department of Health.



Gluten-free cooking need not be dull

IUDs are a 'neglected' option

Intra-uterine devices are being neglected as a valid option for contraception in favour of the Pill and sterilisation.

Professor John Guillebaud says that copper IUDs and Mirena, the progestogen intra-uterine system, are not being offered to women as a normal contraceptive option. He is particularly concerned that some women are being denied the hormonal IUD because of the high initial cost (£99), even though over a three-year period it compares favourably with other methods – the average cost of using condoms over three years is £90.

Women who suffer from heavy painful periods and those considering sterilisation are two groups he believes should be offered the choice of this form of contraception.

Which? attacks diabetic foods

Pharmacies and health food stores that sell 'diabetic foods' are criticised by the Consumers Association in the October issue of *Which?* magazine.

It says there is no justification for special diabetic foods on health grounds, but pharmacists and health food stores are perpetuating this myth by continuing to sell these products, often at significantly higher prices than their regular equivalents.

Since 1995 there has been no official definition of a 'diabetic food' and the British Diabetic Association believes the term is misleading. It says the best option for people with diabetes is to eat a healthy, balanced diet with only moderate amounts of sugar and fat.

For those diabetics who do want to eat chocolate the BDA advice is that there is no need for 'special' sweets,

simply eat regular products but in moderation and after a meal. However, *Which?* says it's very difficult to convince people with diabetes and their families of these facts when stores like Boots the Chemist and Holland and Barrett imply there is a need for such products by stocking them. An estimated £18.8 million is spent each year on these foods and the Consumers Association says some stores are reluctant to give up this business.

Boots responded to the criticism by saying: "The BDA's anti-diabetic foods argument is understood in the case of everyday grocery lines, but it is clearly not supported by the consumer in the case of 'treat' lines. People with diabetes still want to indulge from time to time but grocers do not offer a good range of reduced-sugar or no-added sugar confectionery and treats."

C'est chic!

Consumers wanting more information about OTC medicines or common ailments can now contact a new consumer advice service – the Consumer Health Information Centre (CHIC).

Financed by the Proprietary Association of Great Britain, the new service aims to help the public improve their understanding of common ailments and to offer guidance on how they can improve the management of their own health.

CHIC offers advice to consumers in four ways: through an 0845 local call rate helpline staffed by trained pharmacists; user-friendly leaflets and fact sheets on common ailments for which the first action can be self-treatment; consumer media information schemes; and a web site at <http://www.chic.org.uk>

Research had revealed that although eight out of ten adults agree it is important to be able to buy medicines for minor ailments, this is not being put into practice as almost

60 per cent had seen a GP about a minor problem in the last year.

Advice given to consumers will be independent and callers will not be recommended a particular brand

Which? Guide to Kid's health

The Consumers Association has published the '*Which?* Guide to Children's Health' which deals with illnesses and disease as well as discussing upbringing, nutrition, exercise and behaviour. It is priced at £9.99 from bookshops or by calling Freephone 0800 2521000.

Passive smoking damages health

Even if you don't smoke, your health may be damaged by others who do. The links between passive smoking and heart disease and lung cancer have been highlighted again by two articles in the *British Medical Journal*.

After analysing 56 studies of the effects of passive smoking the researchers found that passive smokers increased their risk of heart disease and lung cancer by a quarter.

The authors of conclude that the threat of environmental tobacco smoke should be taken seriously and steps should be taken to end smoking in public places. Smokers also need to be made aware of the threat to the rest of their family of passive smoking.

● Employers who fail to protect staff from passive smoking could be vulnerable to legal action according to Action on Smoking and Health. Legal advice commissioned by the group suggests that employees – especially those with lung conditions such as asthma – could ask the courts to protect them from smoking.

Jerusalem Artichoke Salad with Red Pepper Dressing



The Fresh Fruit & Vegetable Information Bureau have come up with a quick and tasty salad which is delicious with fresh bread. The quantities given should serve four.

Ingredients

2 red peppers
2 cloves garlic, chopped
2 tbsp virgin olive oil
pinch cayenne
salt and freshly ground black pepper
450g/1lb Jerusalem artichokes
juice of one lemon

Method

Place the peppers under a hot grill and cook them until the skins are blistered all over. Put into a polythene bag and set aside for ten minutes. Remove the skins, cores and seeds, then put the flesh into a blender or food processor with the garlic and oil and work to a puree. Season with cayenne, salt and black pepper.

To prepare the artichokes, add half of the lemon juice to a bowl of water. As each artichoke is peeled put into the bowl to prevent discolouration. Drain the artichokes then slice thickly and out into the saucepan. Cover with water and bring to the boil, cook for about five minutes until tender. Drain, out into a bowl and toss in the rest of the lemon juice, then leave to cool. To serve the salad, lift the artichokes from the lemon juice onto a serving dish and spoon over the red pepper dressing.



Congratulations to Miss Chevaune Reiley of Pyramid Chemists in Burnley, Lancashire, winner of a Predictor Home Pregnancy Test competition which recently appeared in *Over the Counter*. Chevaune wins a weekend trip to Switzerland for two and a Mont Blanc pen, and is pictured here receiving her prizes from Mark Brockhouse, Cheiara's northern regional business manager for Predictor.

Growing old with attitude

Ageing is no longer women's greatest fear, according to a new survey, and women are feeling more positive than ever about growing older.

A study of 322 women, commissioned on behalf of RoC, found that women believe a positive mental attitude is the key to feeling young.

Age was also seen to bring wisdom and contentment as well as increased common sense. An active social life and taking an interest in current affairs were thought to be important factors in retaining mental health in old age.

While almost all those surveyed felt that physical characteristics such as hair, skin and general health declined with old age there was a general feeling that these could be tackled. Light exercise is the way to keep the body young and lively according to 98 per cent of the women, 76 per cent cited beauty products as an effective way of combating the physical signs of ageing. However, 15 per cent believed plastic surgery was the most effective way to keep wrinkles at bay.

No Sleepia for Glaswegians

Following concern about the abuse potential of Sleepia (diphenhydramine) capsules, Pfizer Healthcare is to stop supplying the product to Glasgow and surrounding areas.

Doctors, pharmacists and drug agencies in Scotland had called for a ban on the product after receiving reports of addicts injecting the liquid contents of the capsules in combination with heroin and methadone.

The Greater Glasgow Health Board hopes that the prompt withdrawal will "nip the problem in the bud".

Pfizer stresses that the withdrawal measure is a precautionary measure and that there have been no other confirmed reports of Sleepia abuse either in the UK or the US, where the product has been available for three years.

In view of this, make your pharmacist aware of any sudden increase in sales or unusual patterns of purchase.

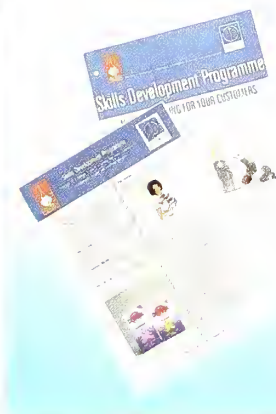
Back in 10 minutes

Back pain affects most of us during our lives and, as in most situations, prevention is always better than a cure. Following the success of its Penguin paperback 'Back in 10 Minutes', the Centre for the Prevention of Lifestyle Injury has developed a set of six exercise cards.

Each contains a 10-minute exercise session to help avoid back problems in particular situations – standing, prolonged standing, computing, lifting and carrying, sitting or driving.

The cards (£5.99 for six) are available from the CPLI. Tel: 01202 485333.

New NPA programme for assistants



The National Pharmaceutical Association has launched a new training programme for counter assistants which concentrates on retail skills, rather than medicinal product knowledge.

The Skills Development Programme is suitable for all assistants, irrespective of whether they have completed an accredited training course or not. It is also suitable for assistants who do not work on the medicines counter.

The new programme uses distance learning techniques and a modular approach and covers customer care, teamwork, safety, security, and dealing with difficult customers and those with special needs. Each module involves about two hours work.

The Skills Development Programme is available at a cost of £30 (plus VAT) to NPA members.



Or are you Fab after 50?

Not content with being Fit at Fifty, now it's also Fab After Fifty! A new health information service, called Fab After Fifty has been launched for women who have gone through, or are going through, the menopause and want to make the most of their lives.

A free consumer pack offers practical advice on diet, exercise regimens and complementary and conventional remedies for older women. Included in the pack is 'How Fab Are You?', a personal health assessment form to help women assess their own health and risk factors. The free packs can be obtained by calling 0800 106015. Fab After Fifty is supported by a grant from Eli Lilly & Company Ltd.



Pharmacy assistant Nadine Morrison of J Dickson Chemists in Rutherglen, Glasgow, will now be viewing the world from a different angle after winning the top prize of a JVC VHS camcorder in a Rhone-Poulenc Rorer competition. Nadine correctly answered three questions posed by a mystery shopper and was offered a choice of three envelopes. Fortunately she made the right choice and is pictured here receiving her prize from RPR area representative Darren Trainer (left) and regional business manager Mike Conway (right).



Congratulations to Over the Counter reader Amanda Perkins, whose picture of Cape d'Agde in France is our winning snap this month. Amanda, a pharmacy technician at Keighley Health Centre Pharmacy in West Yorkshire, has enjoyed photography as a hobby for several years and took this picture while on holiday. She wins £25 and a Fujifilm Quicksnap Super Slim Flash single use camera. Remember, you too could be a winner. Simply send in a picture on any subject and if you would like your picture returned please enclose a self-addressed envelope.

Help her on the road to recovery



By recommending Effico, you can help customers to regain the vitality lost after illness, and bring the colour back to their lives. Effico is the only tonic available over the counter that contains an appetite promoter as well as vitamins B1 and B3, and a "pick-me-up". Just the thing for customers recovering from illness, or those simply feeling tired, listless or run down.

Recommend



Pharmas Health are Ltd
Bedley Kent England

Product Information

Presentation: Each 10ml contains: Vitamin B1 (Thiamine Hydrochloride Ph Eur) 0.50mg; Vitamin B3 (Nicotinamide Ph Eur) 1.20mg; Caffeine Ph Eur 10.00mg. This product also contains Gentian. **Uses:** As a tonic to help combat the depressing effects that occur when tired, listless and run down after a weakening illness or hospitalisation. **Dosage and administration:** Adults: 10ml three times a day. Children (over 6 years): 2.5ml or 5ml. Take immediately before meals (three times a day). Children (under 6 years): Not recommended. **Contra-indications:** Hypersensitivity to ingredients.

Warning: Not to be used in pregnancy and lactation. **Pharmaceutical precautions:** direct sunlight, in a cool place. **Legal category:** GSL. **Package quantities:** Bottle of 500ml and 500ml. **Product Licence Number:** 0108 5013. **Price:** 400 ml £ 1.50 500ml £ 1.80 (RP). **Pharmas Health are Ltd:** Bonnie Road, Bedley, Kent DA5 1 1. **Date of Preparation:** October 1996.



If I said you had a

beautiful body

If you've left it too late to get your body in shape for Christmas, you can ensure it looks and feels beautiful by following Sarah Purcell's advice

With the Christmas party season fast approaching and long winter nights already upon us, now is the perfect time to get your body in shape – and we don't mean exercise. Looking after your body is a pleasurable, pampering experience and the rewards for just 30 minutes care a week will be worth the effort.

Shed dead skin

Shedding the top layer of our skin is a natural process which ensures it stays smooth and firm. But if dead skin cells collect on the surface it settles in a thick layer, especially on areas such as feet, knees and elbows, which have fewer sebaceous glands to keep them moisturised.

The skin renewal process takes from 21-28 days, and the quicker it happens, the more glowing your skin appears. Children's skin has a very quick renewal time, but as we get older the process slows down and skin can take on a dull tone and become dry and flaky. By giving nature a helping hand your skin will look smoother, feel softer and firmer.

As well as improving the feel of your skin, regular exfoliating, or skin brushing, helps to boost the body's lymphatic drainage system, which is important for getting rid of toxins and impurities that can lead to spots and blemishes.

● For best results, exfoliate once or twice a week before a bath or shower.

● Use a dry natural body brush. Start from the feet and work upwards, using firm strokes towards the heart.

● Dampen your skin in the bath or shower.

● Apply a body scrub cream, massaging it into your skin using firm circular movements.

● Rinse off cream with warm water.

● Dry skin and apply moisturiser after bathing or showering.

Some beauticians recommend exfoliating the hands with a gentle scrub product such as Cyclax Nature Pure

Apricot Facial Scrub (300ml, £3.99). To ensure even coverage mix the scrub with a light moisturising cream. Wring your hands and gently massage the skin, then wipe off the cream and rinse your hands with warm water.

Products to recommend:
Vichy Exfoliant-Physio

Gentle Body Scrub (150ml, £6.50), Crabtree & Evelyn La Source Invigorating Body Scrub (200ml, £12.50), Dior Svelte Exfoliating Body Toner (200ml, £22).

Or mix three handfuls of Dead Sea Magik Salts (500g, £2.99) with four tablespoonfuls of vegetable or baby oil and gently exfoliate the body using small circular movements. Shower off with soap or soak in a bath for 20 minutes or so.

Get rid of cellulite

Whether the experts say it exists or not, most women will agree that the lumpy, orange-peel skin on their thighs and buttocks is not a figment of their imagination. Take heart, there are ways of getting rid of, or at least improving, cellulite without resorting to surgery.

Caused by a combination of hormone activity (it usually first appears after puberty), water retention, lack of exercise, stress and unhealthy eating, almost

Continued on p10



Almay

Introducing Bepanthol.[®]

A solution to problem dry skin you can count on.

BEPANTHOL[®]

Moisturising
**Shower
Cream**

5% SCF
Skin Conditioning
Factor

For problem
dry skin.
Suitable for
eczema and
dermatitis

- Promotes
natural healing
- For soothing
of itching
and dryness

Roche

For daily all over body use. It is specifically designed to protect against the drying effect of showering.

BEPANTHOL[®]

Rich
Moisturising
Lotion

30% SCF
Skin Conditioning
Factor

For problem
dry skin.
Suitable for
eczema and
dermatitis

- Promotes
natural healing
- For soothing
of itching
and dryness

Roche

For daily all over body use. It is specifically designed to soothe and soften dry, cracked skin.

BEPANTHOL[®]

Rich Emollient Cream

65% SCF
Skin Conditioning
Factor

- Promotes
natural healing
- For soothing
of itching
and dryness

Roche

For problem dry skin. Suitable for eczema and dermatitis

For occasional use on 'flare-up' areas. It is specifically designed to care for extremely dry, sore patches.

Imagine a range of dry skin products that you, and your customers can really count on. Roche already have. The Bepanthol range, already proven throughout Europe, is a unique approach to problem dry skin, which is also suitable for eczema and dermatitis. Bepanthol skin conditioners each contain a different amount of moisturising power, called a Skin Conditioning Factor, which soothe and soften dry,

cracked skin at different levels. These Skin Conditioning Factors form a non-greasy protective film over the surface of the skin, holding in the body's natural moisture. Bepanthol also contains Pro-Vitamin B5, which promotes natural healing. At last, whatever age they are, your customers can choose their own level of care for problem dry skin.

^{*}Bepanthol is a registered trademark





Did you know?

- 30 per cent of us bath every day, while 35 per cent prefer to shower.
- The Japanese bathe twice, once to cleanse the body and second to relax.
- The early Christians associated bathing with paganism, so they didn't wash at all.
- Cleopatra used to bathe in asses milk, while Mary Queen of Scots preferred to bathe in red wine – both are natural AHAs which stimulate skin renewal.
- During the 18th century pregnant women were advised not to take baths.
- The first hot water shower was introduced in 1883.

are formulated to respect the skin's natural pH balance.

Products to recommend:

Nutralia Nourishing Cream Bath, Radox Solutions natural bath liquids (250ml, £3.99), Radian-B aromatherapy bath (300ml, £2.99), Montagne Jeunesse aromatherapy baths, Biosen Spa Moisturising Mineral Bath (500ml, £4.99), Eve Taylor Aromatherapy Bath oils, available in six ready-to-use blends (125ml, £8.46).

Moisturise your skin

Most of us moisturise our face daily, but how many pay the same attention to their bodies?

It's all too easy to neglect our body during winter as most of the time it's covered up. But those months of neglect will result in dull, dry and tired looking skin. To keep skin glowing and supple all year round takes a few minutes each day, and you'll be rewarded with super smooth skin next summer.

● After bathing or showering, dry skin with a soft towel.

● While skin is still slightly damp, massage in plenty of body moisturiser. Choose one to suit your skin type.

Products to recommend:

Nivea Active Hydro Lotion (250ml or 400ml), E45 Lotion (200ml, £3.09 and 500ml, £5.95), Revlon Dry Skin Relief Lotion Original (200ml, £2.55 and 400ml, £3.55), Vaseline Intensive Care Dermacare Lotion (200ml, £2.79 and 400ml, £4.35), Neutrogena Sesame Seed Body Oil, Christy Moisturising Skin Balm (200ml, £2.95), Biosen Spa Moisturising Body Gel (250ml, £4.99), Dead Sea magik Body Lotion (330ml, £4.75) or Cyclax Moistura Skin Conditioning Lotion (400ml, £3.35).

Make bathtime a treat and choose products to match your mood

Continued from p8

every woman has some cellulite, usually on the thighs. Men don't get it because their fat cells are a different shape. While women's fat cells stand up vertically and appear lumpy on the skin's surface, men's fat cells lie flat, and their skin is also thicker, so the cells aren't apparent.

1. Massage treatment
Massage stimulates the circulation and lymphatic drainage system, which encourages the body to break down fat and get rid of toxins.

A gentle massage technique, which helps to break down the fat, is recommended.

Dampen the skin first, then using a special cellulite massage glove, a mitt or your hands, use up and down movement, then circular movements over the problem areas. Repeat ten times daily.

2. Anti-cellulite creams
While it seems too good to be true that just massaging a cream into your skin can magic away cellulite, many women claim their cellulite is improved by the new creams.

They work by encouraging the release of fat from the cells. It is then digested by the body.

Ingredients include the controversial aminophylline, an asthma drug, which stimulates production of fat-digesting enzymes. Other ingredients with similar

effects include caffeine and kola. Also included are stimulants such as ivy and firming ingredients like vitamin E.

The creams need to be used daily for about the first six weeks, then once or twice a week to make sure cellulite stays away.

Products to recommend:

Elancyl Tomi Compact massage glove and mousse soap (£17.99), Elancyl Cellulite Control Formula (150ml, £17.99) and Intensive Cellulite Formula (150ml, £19.99), Vichy Cellactia Treatment Gel (200ml, £15.95), Clarins Body Lift (200ml, £24), Biosen Spa Anti-Cellulite Gel, presented in a massage bottle (250ml, £8.99).

Although it does not position itself specifically as an anti-cellulite product, Nivea Body's Skin Firming Complex (200ml, £3.99) has been found to improve skin firmness by 18 per cent after two weeks and 25 per cent after eight weeks. It has been shown that increasing the firmness of the skin makes it more difficult for the skin to 'dimple'.

Bathtime luxury

You can't beat a long soak in a hot bath on a cold winter's evening. It helps to relax tired and aching muscles, and melts away the stresses of the day. Make bathtime a real treat by setting aside half an hour for yourself and locking the bathroom door so there'll be no interruptions.

● Make sure your bathroom is warm before you start.

● Burn candles for a relaxing atmosphere.

● Play relaxing music.

● Have soft warm towels to hand for when you get out.

Aromatherapy oils make bathtime a relaxing, invigorating or sensual experience, according to your mood. For best results, choose pure essential oils rather than diluted. Add six to eight drops of your chosen oil to running bath water, then swish around to ensure it disperses well.

● Make your own scented bath by adding a few drops of your favourite perfume with a little baby oil for smooth skin.

● Treat your skin to a milk bath by adding a cup of powdered milk to the water.

● For relieving tired, aching muscles, dissolve some Epsom Salts in your bath water.

Soap or other alkaline bathing products can damage the skin's natural protective layer – the acid mantle – which helps protect the skin from damage. Normally, the pH of the skin falls between 5 and 6 but alkaline products can neutralise the acidity which can take two to three hours to recover. This can cause drying of normal skin but in sensitive skin can lead to blotchiness, irritation or inflammation. Bathing products such as Johnson & Johnson's pH5.5 Sensitive Skin range, the Sebamed range or Biosen Spa range

Any body can suffer from the discomfort of problem dry skin ...

Announcing the UK launch of Eucerin – a new range of dermatological skincare products, specially formulated to provide effective relief from problem dry skin.

Established successfully in countries around the world, **Eucerin** is the number one dermatologist recommended product in the USA for dry skin conditions.*

Containing urea, a natural moisturiser found in healthy skin, Eucerin is available as a lotion, cream or shower therapy to suit the individual dry skin sufferer.

Eucerin will be supported by a **£1 million launch campaign** including heavyweight sampling, consumer and health professional promotion, high impact point-of-sale material, and an extensive P.R. campaign.

Ensure **you** have stocks of Eucerin to meet consumer demand, and place an order through your Dendron representative.



Eucerin®

DERMATOLOGICAL SKINCARE

DRY SKIN



... relieves the discomfort of problem dry skin

Bother with your bowels

Consultant pharmacist **Mary Allen** discusses the problems associated with the lower end of the GI tract

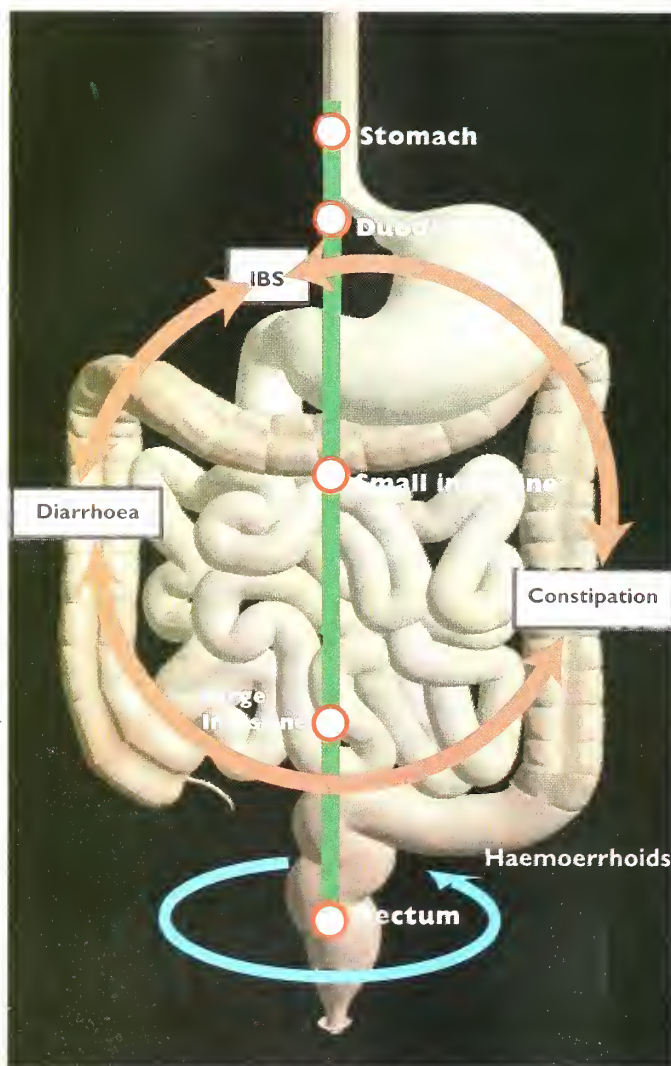
Our bodies 'work over' the food we eat, breaking it down physically and chemically in the stomach and small intestine. Nutrients and water are absorbed from the large intestine, and the resulting firm faeces (stools) are eliminated from the body via the rectum or back passage. By the time the 'food' reaches the large intestine (or colon) it consists mostly of indigestible fibrous material mixed with other waste.

Fibre in food is very important because it provides bulk for the stools and aids peristalsis – the movement of the material along the gut. It also helps to retain sufficient water to prevent stools from becoming too hard and impacted, keeping the bowels healthy and free of constipation. A diet high in fibre helps to prevent bowel cancer and other disorders.

Opening our bowels is such a frequent event in our lives that we tend to take it for granted until something goes wrong. Most problems are short-lived and respond well to over-the-counter medicines together with suitable lifestyle changes to prevent them happening again. Sometimes the problems are longer lasting and require treatment by a doctor, so it's important to learn how to recognise any warning signs.

Constipation

When customers ask for laxatives, it's important to be sure that they are, in fact, constipated. The frequency with which we open our bowels can vary enormously without any harm. Many people think that unless they open their bowels each day, they are constipated. But, for some people, this may happen once every three



Created by Jamie Lamb (not intended as actual representation)

days or so – for them that's normal. Real constipation is when the person opens their bowels less frequently than normal for them, and pass hard stools with some difficulty.

Laxatives tend to be used far more than they should. Using laxatives when they aren't needed can lead to loss of important body minerals such as potassium, and can stop the gut working properly in future.

Constipation can be caused by not eating enough fibre or through not drinking enough fluid. Lack of exercise also contributes. So sufferers need to look at their lifestyle and make long-term changes. Elderly people, in particular, may not bother to eat properly. By eating more fruit and

vegetables and through gentle daily exercise (such as a daily walk round the block), they can reduce their constipation and feel a lot more sprightly.

Pregnancy can also cause constipation. Increased

Common causes of constipation

- Poor diet with not enough fibre
- Insufficient fluid
- Lack of exercise
- Ignoring the need to open the bowel
- Lack of privacy or enough time to go to the toilet
- Some drugs, particularly strong painkillers such as codeine, dihydrocodeine, co-proxamol and morphine, and antacids containing aluminium.

Refer customers to the doctor when:

- Recent onset of constipation doesn't seem to have any obvious cause
- There is blood or mucus in the stools
- There are other symptoms such as unexplained weight loss or loss of appetite
- Constipation persists or alternates with diarrhoea
- The customer has acute pain
- They are using laxatives regularly

levels of some hormones in pregnancy can result in a slowing down of the activity of the gut, resulting in absorption of more water into the body and, therefore, harder stools.

Laxatives are classed according to how they work, although some work in more than one way, so the table on p13 is very general.

Bulk-forming laxatives may take a few days to work, so warn customers not to expect instant results!

Laxatives should not be needed long-term, except occasionally in the elderly. The use of laxatives in children is not recommended and is better dealt with by introducing more fruit and vegetables into the diet (fruit purée is often acceptable where children refuse fresh fruit).

Laxatives can be abused. Some people genuinely, but wrongly, believe that daily purging of the gut is essential for healthy living. This stops the gut from functioning normally and sets up a vicious circle. Refer anyone you suspect to be dependent to the doctor.

People, usually young women, suffering with anorexia nervosa or other eating disorders also abuse laxatives. They consume quantities of stimulant laxatives to try to stay thin. This is dangerous because they are depriving the body of essential nutrients. Never sell laxatives to young women – always ask the pharmacist to deal with them. In my experience they tend to come in just at

Laxatives and how they work

Laxative type	Work by:	Includes:	OTC brand names:
Bulk-forming	Increases stool mass by adding bulk. This increases peristalsis (the activity which moves gut contents through the bowel)	Isphagula husk	Fybogel Regulan Isogel Celevac Normacol
Stimulant	Increases the speed at which contents move through the gut	Methylcellulose Sterculia Senna	Senna tablets BP Senokot Dulcolax
Softeners	Softens the stools by helping them retain water or by softening the surface, making them easier to pass	Bisacodyl Docusate Lactulose Magnesium salts Glycerin	Dioctyl Lactulose BP Duphalac Milpar Glycerin suppositories

closing time, possibly thinking that because you're in a hurry to get home you may be more likely to make a quick sale.

Haemorrhoids

Constipation is a contributory factor to piles (haemorrhoids). Customers can be very shy – more than in any other condition, and is often presented as 'for a friend'. Always treat these customers with tact and take them to a quiet corner to talk.

Piles are varicose veins occurring in or around the rectum – they may be internal or external. Sometimes internal haemorrhoids may protrude out of the rectum, particularly when passing stools and especially if straining. Common symptoms include itching, discomfort and sometimes pain around the anal area. Piles often bleed, particularly when the bowels are being opened.

Products to treat piles include astringents (to reduce the swelling), antiseptics or sometimes local anaesthetics.

Anaesthetics shouldn't be used for more than a few days, if at all – they can cause skin sensitisation. Some new products for OTC sale – Anusol Plus HC and Proctocream HC – include hydrocortisone as an ingredient to reduce the inflammation. These products should not be used for more than a week without medical supervision,

Piles: when to refer to the doctor

- Anyone suffering for more than two weeks
- Children
- Patients with constipation thought to be caused by medication
- First time bleeding (to ensure there is nothing more serious)
- Increased bleeding

and must not be sold for use by pregnant women or people under 18 years. Look at the products for piles in your pharmacy, such as Anusol, Germaloids, Preparation H, Proctofoam HC and see what they contain. Ask your pharmacist how they work.

Cream and ointments are suitable for external piles, while suppositories are better for internal ones (though some creams have an applicator for rectal insertion).

Haemorrhoid sufferers must use good toilet hygiene, washing the anal area well with soap and water before using treatment products. Moist antiseptic tissues may help.

Diarrhoea

Diarrhoea causes the passing of watery stools and may be accompanied by gripping abdominal cramps and sometimes by vomiting. Although unpleasant while it lasts, it is usually self-limiting. It is usually caused by bacteria or viruses in contaminated food, but it sometimes occurs as a

results of stress, eating spicy food, or following a course of antibiotics.

The best advice is not to eat for 24 hours, but to drink plenty of water and soft drinks and avoid milk. Food can be re-introduced according to appetite, although fatty foods should be avoided.

Oral rehydration products help replace salts and glucose lost during diarrhoea and reduce the effects of dehydration, such as tiredness and headache. Products, such as Dioralyte and Rehidrat, contain glucose and electrolytes and must be made up in accordance with instructions on the packet. (Use freshly boiled and cooled water for making solutions for babies and young children.)

The products are very useful for infants and for the elderly, two groups who are vulnerable to the effects of fluid and electrolyte loss. Dehydration can occur after only a few hours in these age groups, so it is important to ascertain who the sufferer is if you are asked about diarrhoea, so that you can give the best advice.

Some treatments use absorbents such as kaolin which help to absorb the toxins produced by infecting bacteria. Other treatments work by slowing down the gut, allowing more water to be absorbed and firming up the stools. Codeine works in this way. Loperamide is thought to be the treatment of choice for uncomplicated

Diarrhoea: when to refer to the doctor

- Children and babies under three years with symptoms lasting more than one day
- Older children with symptoms lasting more than a couple of days
- Adults with symptoms lasting more than four days
- Anyone recently returned from abroad
- Diarrhoea accompanied by severe pain
- Diarrhoea which may be caused by medication (other than mild diarrhoea following antibiotic use)
- Where there is blood in the stools
- Where the patient may be abusing laxatives
- Diarrhoea alternating with constipation

acute diarrhoea. Since diarrhoea is the body's natural way of responding to the infection – by expelling the bug that caused it – it is advisable to wait for at least 24 hours before taking it, and using oral rehydration products in this period.

IBS

Pains in the gut, which aren't accounted for by short-term diarrhoea or constipation, may indicate irritable bowel syndrome (IBS). This happens when the muscles which move food along the gut squeeze too hard. IBS may affect 10 per cent of people at some time in their lives, and the condition is more common in women than men. You should refer anyone who may be suffering from this disorder to their GP.

The spasms may cause diarrhoea or constipation and air may become trapped in the intestine causing bloatedness and wind. Stress is thought to be a factor in IBS, and certain foods seem to make the syndrome worse. Lifestyle changes may help relieve the symptoms.

Some OTC medicines may help relieve IBS symptoms, and recently the range of available medicines has increased because some prescription products have become P medicines.

Current treatments for IBS are given in the table (left).

Remember that while most gut problems are short-lived, they are sometimes an indication of something more serious. Any major change in bowel habit in middle-aged or older people should always be referred to the doctor.

OTC preparations for use in IBS

Medicine type	Action:	Includes:	Product examples:
Carminative, antispasmodic	Releases trapped wind, reduces spasm	peppermint oil	Colpermin, Mintec capsules
Antispasmodic	Relaxes smooth muscle of gut	alverine mebeverine hyoscine butylbromide	Relaxyl capsules Colofac IBS tablets Buscopan tablets
Bulking agents	Adds bulk to faeces, aids passage of food through intestine	isphagula husk	Fybogel Orange and Lemon Sachets Konsyl sachets

Think before you drink

It is generally accepted that alcohol is one of life's great pleasures. However, when taken to excess it can have many adverse effects, both physical and social. With the festive season approaching Zita Thornton advises on sensible measures

As the party season gets into full swing, the number of customers suffering from headaches, nausea and gastric upsets – all common 'morning after' symptoms of a hangover – will increase.

The campaign by the Health Education Authority urges 'Too much drink? Think!'. This is good advice, but what will be uppermost in customer's minds when they come into your pharmacy will be why they are feeling so bad and what will make them better.

Let's get physical

Everyone reacts differently to the effects of alcohol, depending on body weight and size, age and sex. Women are more sensitive than men to alcohol. One dose produces a 25-30 per cent higher concentration in the bloodstream, due to a greater body fat to water ratio. Women are also more sensitive several days before a period and during ovulation.

This individuality makes it difficult to set sensible drinking limits. However, moderation is the key. For men, 3-4 units of alcohol a day and for women, 2-3 units daily should not have a damaging effect on a person's health.

A unit is equivalent to:

- one glass of wine
- one measure of spirits
- or half a pint of beer.

Alcohol induces a sense of

well being, gives drinkers a lift and allows them to lose their inhibitions. However, it is the effects of alcohol on the functions of the brain that causes the first problems as drinkers become more inebriated.

Many of the symptoms of a hangover are due to dehydration and depletion of essential vitamins and minerals. Alcohol affects all

the body tissues and organs, which is why it is important to abstain from drinking for 48 hours after a 'binge' to let them recover.

The most seriously affected organ is the liver, which eliminates toxins in the body. Its struggle to get rid of alcohol can lead to inflammation and, at worst, cirrhosis. It takes the liver one hour to metabolise each

unit of alcohol. If it is not working as well as it should, alcohol won't be removed as fast and the hangover will be worse.

Food in the stomach delays absorption as does sugar in sweet drinks; whereas carbonated drinks make absorption into the bloodstream more rapid.

Stomach upsets, nausea and oesophagitis are due to



before you throw up

irritation or damage to the gastrointestinal tract. Alcohol also raises the blood pressure and causes a low blood sugar level which results in fainting and weakness.

Contributing factors

It isn't just the effects of alcohol which can lead to a hangover. Some people suffer similar symptoms after a heavy session drinking non-alcoholic wine and beers.

This is due to the additives put in by manufacturers. Some preservatives in alcoholic drinks can have a similar effect. Even some natural substances produce more of a hangover effect. Substances in the pips and skins of grapes used to produce red wine can lead to headaches.

Coloured drinks seem to lead to more 'morning after' effects. Brandy and red wine are worse for this than white wine or vodka.

Nor is it just a hangover that could be the morning-after souvenir of drinking the night before. There is a high chance that alcohol will still be present in the bloodstream. After excessive drinking, it can take up to 20 hours to eliminate all the alcohol from the blood. Which means that it may not be safe to drive too early the following morning.

Treatment options

Analgesics will banish a headache but the preferred choice should be a gastric, non-irritant such as paracetamol.

Bicarbonate of soda will settle stomach upsets or an effervescent digestive remedy such as Andrews. Proprietary hangover remedies such as the aptly named Alka Seltzer XS combine an analgesic with a combination of glucose, vitamin C, bicarbonate of soda or caffeine. Drinking plenty of water will counteract dehydration. Drinking fruit juice will replace vitamin C, or alternatively an effervescent solution of Redoxon.

Soup is good to replace

salts as well a glucose/salt drink such as Dioralyte. Ginger is an effective anti-nausea remedy, which is combined with sugars in ginger beer. Heartburn remedies such as Bisodol will help.

Hangover sufferers looking for homoeopathic help should try Nux Vomica.

Prevention

As in most cases prevention is better than the cure. Most people would rather not suffer from a hangover, so it would be timely to mention preventative measures to your customers around Christmas time.

Eating a meal before or during drinking reduces the likelihood of gastric irritation. Drinking plenty of water in between drinks will stop dehydration. Taking vitamin C before, as well as after, a party will replace lost vitamins.

It could be useful during the party season to take a course of Larkhall Green Farm's Silymarin Plus. This contains the flavonoid Silymarin from the Milk Thistle herb as well as B group vitamins. This combination is claimed to boost the liver's ability to process the alcohol, thus reducing the severity of a hangover.

On a binge

Of course, it would be best to cut down on the amount of alcohol drunk at one time. Binge drinking holds the greatest risk, not only of hangovers and poor health, but also from injury due to accidents. One half of all adults admitted to hospital with head injuries are drunk. The same amount of adult pedestrians involved in road traffic accidents would themselves have failed a breath test. Add to that the embarrassment of being sick or even passing out and the following tips from the Health Education Authority on ways of cutting down on drinking during a night out should be welcome:

● Give yourself a limit and stick to it

● Realise it's OK to say "No"

● Drink less by skipping rounds, drinking slowly, asking for a half instead of a pint, choosing an alcohol free drink in between alcoholic drinks

● Take care when drinking at home as measures are usually more generous than you would be served in a pub

● Find something else to do rather than just sitting and drinking, for instance, dancing or playing darts

● Find an alternative way to socialise or relax. One which doesn't involve drinking

● Have days when you don't drink at all.

Exploding the myths

Myth 1: Black coffee will sober me up

Caffeine may make you feel more alert but only time will metabolise the alcohol and sober you up.

Myth 2: If I don't drink spirits I won't suffer from a hangover

It is the amount not the type of alcohol that causes the problems. One unit of spirits is the same as a glass of wine or a half pint of beer. Beware of strong export lagers which will have more alcohol per unit, and cocktails which may have four or five units in one glass.

Myth 3: The best remedy for a hangover is 'hair of the dog'

More alcohol will increase adverse effects. Far better to take an analgesic or proprietary remedy for hangover symptoms.

Myth 4: I never get a hangover so drinking won't harm me

Being able to take a large amount of drink with no ill effects is a danger signal. It is one step nearer towards alcohol dependency and serious long term effects on health.

Myth 5: It's OK to drink all my 'allowable' units in one go.

Binge drinking causes more problems than drinking regularly but in moderation. A paper published in the British

Medical Journal this October reported that men who regularly drank more than 6 bottles of beer in a heavy drinking session had an increased risk of dying from external causes such as accidents or violence, and were six times more likely to die from fatal heart attacks than their counterparts who drank less.

Drinking dangers

The dangers of excessive drinking are well known but because inebriation brings recklessness it's easy to get carried away. This is particularly true of teenagers who may not realise the dangers or who are drinking to feel grown up or part of a crowd. A heavy drinker puts any relationship into jeopardy and strains family harmony to the limit.

There are several organisations that can offer information, help and family support. Looking under A in the local telephone directory will provide information of local services including the nearest branch of Alcoholics Anonymous.

Other national groups are: ● AL-ANON family groups including ALATEEN. Tel: 0171 403 0888

● Alcohol counselling and prevention services. Tel: 0171 737 3579.

● Alcohol Concern. Tel: 0171 928 7377 or access its website on the internet: <http://www.alcoholconcern.org>

● Drinkline, the National Alcohol Helpline is open from 11am to 11pm, Monday to Friday, providing confidential information and advice. Tel: 0345 320202 (all calls charged at local rates) or dial and listen freecall 0500 801802.

● The Health Education Authority in association with Alcohol Concern has produced a consumer booklet 'Say when ... How much is too much?' which helps people assess their drinking and suggests ways of cutting down. Tel: 0171 413 1888.

Cold weather customers

*We all know winter brings a steady stream of customers complaining of coughs, sore throats, blocked noses, and aches and pains. **Jeremy Clitherow** MBE FRPharmS, a community pharmacist in Knotty Ash Liverpool, talks us through some typical cases*

Do you ever wonder why we always seem to suffer from colds in the winter and rarely in midsummer? There is no clear cut answer. A cold is the generic term we give to the group of symptoms which accompany an infection by any one, or more, of the 150 or so rhinoviruses.

We don't have any appropriate antiviral drugs for the common cold yet. The scientist who discovers a true cure will make a fortune and probably win the Nobel Prize.

We do have antiviral drugs at present, but they are reserved for special cases. Two examples of current antiviral therapies would be acyclovir for shingles and cold sores, and the new anti-HIV drugs for people whose immune system has been compromised and rendered them prey to all the marauding germs in the atmosphere.

So, what do we do? The solution is to treat the symptoms. An old saying about colds goes something like this: 'If you take one of our cold remedies, you will be better in a week. If you leave it untreated, it will take seven days, but it will just feel like a fortnight!'

Symptoms

The major symptoms you are going to see in the pharmacy are a bunged-up or streaming nose, sinus pain, loss of taste and smell, deafness, general malaise and a temperature. One of the body's natural defence mechanisms is to raise its temperature. This has the effect of increasing the metabolic rate and the knock down power of the white blood cells which attack invading germs. We start to shiver involuntarily, goose pimples develop, showing that the skin is



attempting to raise its fur, for more insulation against the cold. Unfortunately, the very chemical which produces the raised temperature also produces inflammation and pain.

Case studies

Let's look at some typical, but fictitious, case studies of winter ailments and link them with your pharmacy protocol. There are no definitive answers here, but there are a few deliberately planted mantraps!

To make the correct recommendation, you will need information. Some will be offered by the patient, some you will have to ferret out. The 2WHAM set of questions is useful, but it is not comprehensive enough. Now comes the first difficulty. You need the information, but you don't want to appear

too pushy or intrusive. The last thing you need is a reputation in your pharmacy for being nose-y. So the advice is 'gently, gently'.

1. Baby Jessica

The first patient is a young baby with a cough. Her mum has brought her into your pharmacy and is now looking at your array of cough remedies. You make your approach: "How can I help?"

"I'm looking for a cough mixture for my baby." That answers the first W of the 2WHAM straight away, but doesn't tell you how old the child is. This is a vital piece of information as some products have lower age limits. Remember, there may be other children in the house, so check whether the

Continued on p18 ►

ABBREVIATED PRODUCT INFORMATION.

Tixilyx Calarrh¹

For the relief of chesty coughs, catarrh and nasal congestion. **Dosage:** Children 1-5 years 5 ml, children 6-12 years 10 ml. Administer four times a day. Not for children under 1 year of age. **CI:** Hypersensitivity, acute porphyria.

Precautions: Caution in those having conditions aggravated by anticholinergic therapy, severe liver disease, severe kidney disease, severe lung or heart disease, asthma, thyroid disease or depression. Use with caution in those with hepatic failure. **SE:** Sedation is the most common effect. Occasionally, allergy, anaphylaxis and anticholinergic effects, tremors, paradoxical excitability, rash. **Interactions:** Tricyclic antidepressants, hypnotics, anxiolytics or antihistamines. [P]. PL 0427/0049.

PL Holder: Rosemont Pharmaceuticals, Brathwaite Street, Leeds.

Tixilyx Night-Time / Tixilyx Night-Time SF¹

For the symptomatic relief of cough and colds in children; especially useful for irritating night cough. **Dosage:** Administer two or three times a day. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml.

CI: Hypersensitivity. **Precautions:** Caution in asthma, cardiovascular disease and epilepsy. If symptoms persist for more than 7 days consult a doctor. **SE:** Drowsiness can occur but this is not considered an undesirable effect. Other effects could include dry mouth, headache, fatigue, dizziness, palpitations, stomach upset and rash. **Interactions:** Alcohol, tricyclic antidepressants, hypnotics, anxiolytics, antihistamines or opioid analgesics. [P]. PL 0030/0080 & PL 0030/0081.*

Tixilyx Inhalant¹

For the relief of head colds, catarrh, flu and hayfever. **Administration:** Babies 3 to 12 months: sprinkle contents onto a handkerchief. Place out of reach of the baby. Children 1 year and over: sprinkle onto bed-linen, pillow or night-wear at night. Tip the contents of one capsule into a pint of hot water and inhale the vapours. Always use under parental supervision. **CI:** Hypersensitivity. **Precautions:** For external use only, avoid direct contact with the skin, eyes or nostrils. GSL. PL 0030/0083.*

Tixilyx Daytime¹

A cough suppressant. **Dosage:** Administer six hourly as required. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml. **CI:** When cough suppression is inadvisable. **SE:** Nausea and drowsiness. [P]. PL 0030/0090.*

Tixilyx Chesty Cough¹

Relief of chesty coughs, hoarseness, and sore throats. Helps loosen mucus to make breathing easier. **Dosage:** Administer 4 hourly. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml. **Precautions:** Should not be taken with a cough suppressant. GSL. PL 0030/0082.*

Tixilyx Cough and Cold¹

Cough suppressant and decongestant. **Dosage:** Administer six hourly as required. Do not exceed three doses in 24 hours. Children 1-2 years 2.5 ml, children 3-5 years 5 ml, children 6-10 years 5 to 10 ml. **CI:** Hypersensitivity, tachycardia and severe cardiac disorders. Those taking monoamine oxidase inhibitors or have taken monoamine oxidase inhibitors in the last two weeks. Not recommended during an acute asthmatic attack. **Precautions:** Caution with epilepsy, severe diabetes mellitus, hyperthyroidism and hepatic insufficiency. **SE:** Drowsiness can occur but this is not considered an undesirable effect. Other effects could include dry mouth, headache, fatigue, anxiety, restlessness, dizziness, stomach upset, palpitations, tachycardia and rash. **Interactions:** Monoamine oxidase inhibitors, tricyclic antidepressants, hypnotics, anxiolytics, antihistamines, decongestants, or opioid analgesics. [P]. PL 0030/0089.*

Retail prices – 1. £2.55. 2. £1.75.

PL Holder – * NOVARTIS Consumer Healthcare, Wimblehurst Road, Horsham, West Sussex RH12 4AB.

 **NOVARTIS**

Don't treat them like adults



Treat them with Tixylix

When it comes to children's coughs and colds they need medicine that fits. Tixylix is exclusively for kids of all shapes and sizes with different coughs and colds.

£1 MILLION NATIONAL TV SPEND. With Tixylix back on national television this year, demand will be growing up even more. No wonder it's the No.1 choice.

Tixylix Chesty Cough Guaiphenesin	Tixylix Cough & Cold Pholcodine Pseudoephedrine Chlorpheniramine	Tixylix Pholcodine Promethazine	Tixylix Night-time Pholcodine Promethazine	Tixylix Pholcodine	Tixylix Catarrh Syrup Diphenhydramine Menthol	Tixylix Localise Menthol Eucalyptus Camphor Turpentine oil
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For further information on winter bonuses please contact Sales Support on 01403 323 955
Novartis Consumer Health, Wimblehurst Road, Horsham, West Sussex RH12 4AB Tel 01403 210211

 **NOVARTIS**

Continued from p16

bottle is just for the baby. Find out 'what sort of cough' the baby has. Is it tickly or is it a bark? Does she cough anything up and if so, what colour is it? White sputum is usually harmless, green or blood flecked spit is a danger signal.

"Does she have a temperature?" you ask. "How can you tell?" says mum. After a short while, mothers can tell whether their child has a temperature or not, but that is only a guide and it comes with experience. Mercury or spirit thermometers are not ideal for taking babe's temperatures because of the risk of breakage or just that the babe won't tolerate it. Putting it inside the Babygrow is equally dangerous. However, stick-on thermometers are perfect for squirming babes.

Dehydration can be a consequence of a fever. Is the baby still drinking plenty? As dehydration takes a hold, oddly enough, thirst seems to go. Remember the 4Ds from the article on childhood illnesses in January's OTC. Diarrhoea, dehydration, doctor and death. Dehydration can kill

babes under 12 months of age in less than 24 hours. Call the doctor.

How long the child has had the cough tells you another vital piece of evidence. If the answer is 'all the time' or 'every night', think about asthma. The first sign of asthma is a cough, long before the wheeze develops. Bear it in mind.

● **Products you might recommend include:** Benylin Children's range which has products specifically for dry cough, chesty cough and night cough, all suitable for children from one year upwards. Tixylix also has a range of cough liquids for daytime, night-time, chesty cough and night-time. The Junior Meltus range is suitable for children from one year upwards, except for Junior Meltus Dry Cough which should not be given to children under two years.

2. Old Mr Jones

That nice old chap with those typical liver spots on his skin which come as we get older pops in and asks for some 'nose drops'. In the course of conversation you ask what he's going to treat. It turns out that he has 'blocked sinuses' and the old bottle he had in the

bathroom cupboard is empty. You ask to have a look - for the name of the drops - and see that they are years old, so old in fact that they don't even have a printed expiry date.

You also see that they are labelled oily ephedrine nasal drops. We stopped recommending that formula years ago because of the risk of lipid pneumonia. The mechanism was that some of the drops which were sniffed up the nose ran down the airway into the lungs. This oil then collected in the base of the lung and caused a pneumonia.

You are about to recommend either the aqueous ephedrine nasal drops or perhaps a decongestant, but then think about his blood pressure. "Are you taking any other medicines?" Bingo! "Only my blood pressure tablets," says he. You were about to recommend an oral decongestant whose adrenaline-like actions shrink the nasal mucosa. However, it also has an adrenaline-like effect in the rest of the body and this would have counteracted his antihypertensive prescription. The worst scenario would be for one of



the tiny blood vessels in his eye, or kidney, for example, to burst under the excessive pressure and haemorrhage. If that happened in his brain, he would have a stroke. Thank goodness you thought to ask. Now you can refer Mr Jones on to your pharmacist.

● **Products which could be used include:** Saline drops may relieve nasal congestion

Product Information: Nurofen Cold & Flu. Each tablet contains 200 mg Ibuprofen B.P. and 30 mg Pseudoephedrine Hydrochloride. Indications:

Effective in the relief of symptoms of colds and 'flu with congestion, such as aches and pains, headache and feverishness, sore throats, sinusitis and blocked noses. Dosage and Administration: Adults and

children over 12 years: Initial dose 2 tablets taken with water, then if necessary 1 or 2 tablets every 4 hours. Do not exceed 6 tablets in any 24 hours. Precautions and Warnings: Nurofen Cold & Flu



by helping to liquefy mucous secretions in the nose. Steam inhalations, particularly when combined with volatile substances such as menthol or eucalyptus.

3. Alan, the sales rep

Your next client is Alan, a rep, a commercial traveller. He tells you that he has flu, but 'just has to keep going'

for the next few days. "What can I buy for this runny nose that I always get with flu?"

You smile to yourself. If he had flu, he wouldn't be standing there in front of you. A patient suffering with flu is always found in bed. Genuine flu victims experience a raging temperature and aching in every bone and joint. Your customer has a bad cold with some aches and pains, but if he wants to call it flu...

Alan is also a driver so he needs to keep his wits about him. Many of the modern cold remedies contain antihistamine decongestants which work very well but can cause drowsiness and impair driving skills.

He is otherwise very fit and not taking anything else. Aspirin, paracetamol or ibuprofen will ease his aches and pains and bring down any temperature during the daytime; a bottle of nasal decongestant drops or spray – just for a couple of days – will fix his runny nose while he is driving. Tell him to stop the paracetamol at teatime or he could risk overdosing.

● **Products you might recommend include:** Nasal decongestant products such as Dristan Spray, Otrivine Nasal Spray, Sudafed Nasal

Spray and Vicks Sinex for daytime relief of congestion.

Night Nurse Liquid or Vicks Medinite can be safely used at night.

Some customers prefer the 'all-in-one' products, particularly those that refer to 'flu' relief: Benylin Day & Night, Beechams Flu-Plus, Hot Lemon, Hot Berry Fruits or Caplets, Benylin Four Flu, Lemsip Flu Strength, Nax Strength or Powercaps.

4. Gemma the student

Your next client is a student. She too has flu, or so she says. You ask if she has just gone back to college and then comes the truth. Gemma has just come back from travelling around the Far East for a few months.

She could have caught flu, but, as in the previous case study, it's more likely to be just a bad cold. Or is it? You think back to your pre-travel advice. Aren't the symptoms of malaria just like flu? Doesn't typhoid fever present with acute diarrhoea and flu-like symptoms? Hepatitis A, from improperly washed food and cutlery can be masked quite easily. "There's nothing to worry about. I had all my jabs and I took all my antimalarials religiously." You quickly do the 2WHAM



checklist, draw out from her that her symptoms are just aches and pains, and an annoying tickly cough which keeps the whole family awake at night. "In that case, I would recommend that you take aspirin or paracetamol during the day and this for the night-time." Another satisfied customer; that's what the job is all about!

RAFTED FOR COLDS AND FLU



FEVER
SINUS PAIN
HEADACHE
SORE THROAT
ACHES AND PAINS
NASAL CONGESTION

NUROFEN
COLD & FLU

ibuprofen
pseudoephedrine



**ADVANCED
MULTI-SYMPTOM
RELIEF**

should be avoided by patients with a stomach ulcer or other stomach disorder. Asthmatics, anyone allergic to aspirin, anyone receiving regular medication and pregnant women should be advised to consult their

doctor before taking Nurofen Cold & Flu. Not recommended for children under 12. If symptoms persist for more than 3 days patients should consult their doctor. Product Licence Number: Nurofen

Cold & Flu 0327/0060. Licence holder: Crookes Healthcare Limited, Nottingham NG2 3AA. Legal Category: P. Price: £2.49 for 12, £3.95 for 24, £5.19 for 36. Prices correct at the time of going to press.

Shooting star

In July this year, we invited readers of Over the Counter to enter the OTC/Miners Cosmetics Assistant Make-over competition. We were overwhelmed by the volume and standard of entries. Read on to find out more about our winner and her day in the studio

Judging of the competition was held at a hotel in London in September and, although the standard of entries was very high, all of our judges – Tony Lamb, art editor of OTC; Stewart Chambers, managing director of Miners Cosmetics; and Maria Murray, supplement co-ordinator, agreed that Philippa Myles from Wolverhampton should be the winner.

Eighteen-year old Philippa, pictured on the cover of this issue, is a part-time assistant at the Park-Village Pharmacy in

Wolverhampton. Although she had seen the competition while reading through a copy of OTC, it was her mother who persuaded her to enter.

Philippa is currently studying for A-levels in English, Law and Psychology, and hopes to do a Business and Law degree at Southampton University next year. She'll certainly have plenty of practical experience for her business degree as she's worked part-time at the pharmacy since February, 1996.

Philippa finds working in a pharmacy has its pluses and minuses. "I enjoy the friendly atmosphere of the pharmacy, meeting a lot of people and being able to help them, as well as learning all about medicines," she says. Difficult customers can try her patience, but overall she likes her work.

On the day

In October, Philippa travelled down to London and, after an overnight stay at a top London hotel, it was down to the photographic studio in Islington to meet fashion photographer Ronny Eshel.

After consulting with Tony

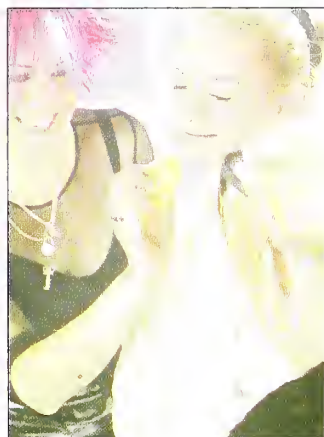
about the look we were trying to achieve for Philippa, make-up artists Caroline Scott and Juliette Harris set to work. Caroline is currently the Miners Make-up Artist of the Year so she's very familiar with the Miners range which was used throughout the day to create three completely different looks for Philippa.

Once Caroline and Juliette had finished their work, it was over to Carlos Ferraz, the hair stylist. With the help of some styling spray, pins and deft fingerwork, Carlos quickly transformed Philippa's long straight hair into an array of crimps and twists.

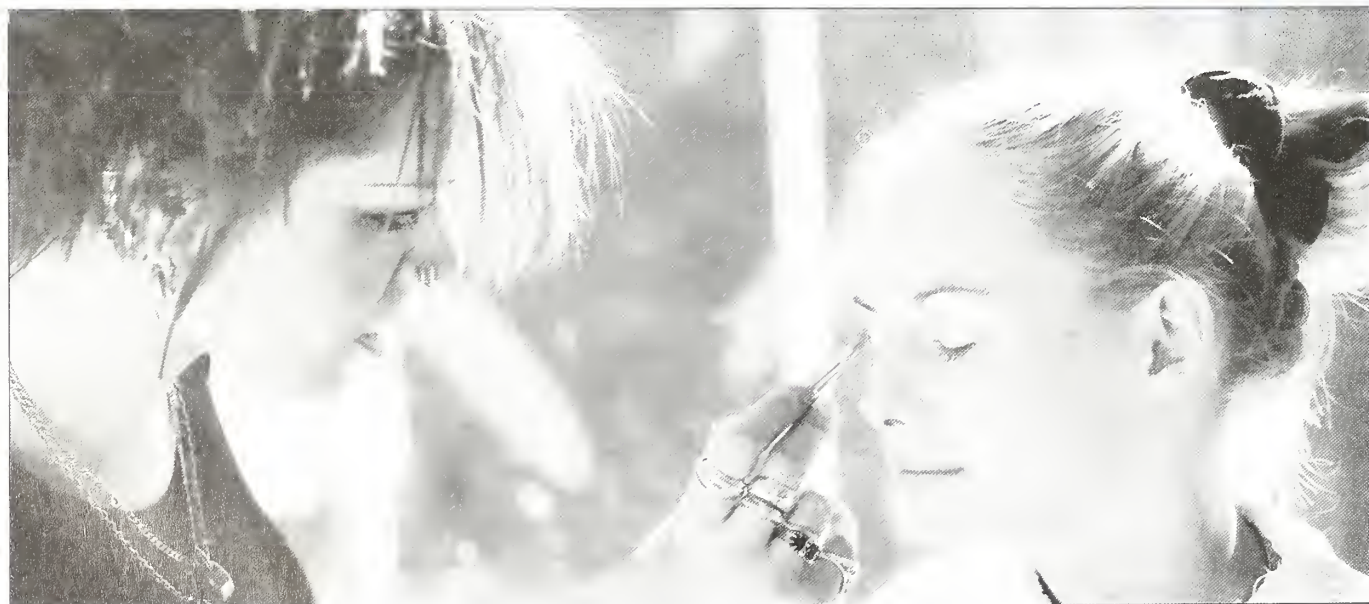
After a quick break for sandwiches at lunchtime, it was back to work again. Any illusions Philippa had about the 'glamorous world of modelling' were soon shattered by the hours of sitting patiently while the make-up artists, hair stylist and photographer added their finishing touches to create the perfect look. However, Philippa took it all in her stride, never complained and the end results speak for themselves. Philippa also features in our fragrance feature on page 22 and look out for her in the

first two issues of 1998.

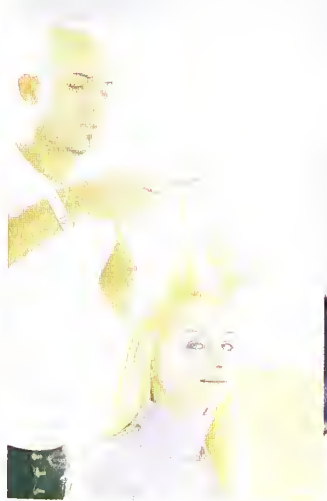
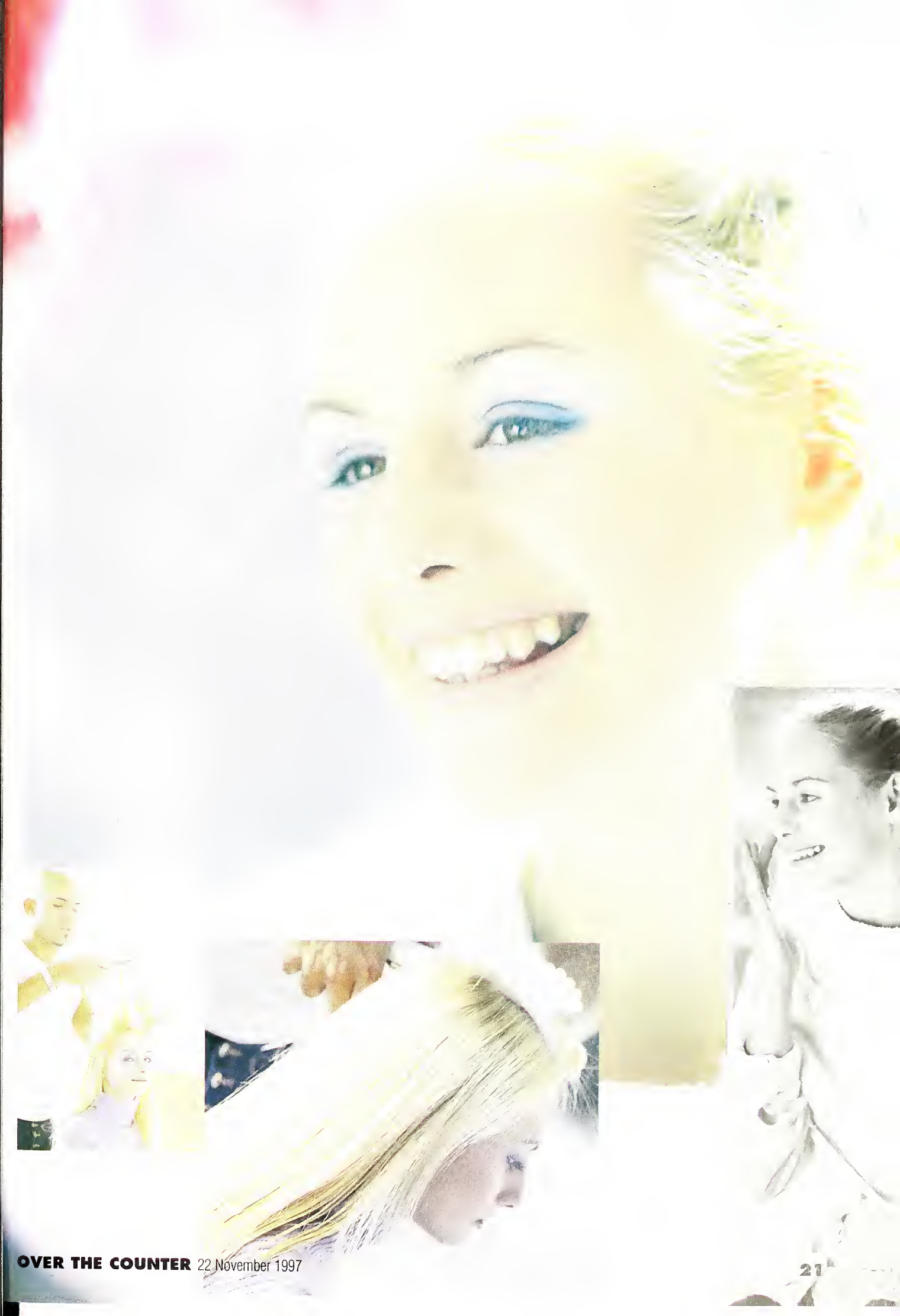
The last word goes to Philippa herself who told us, "Although I was pretty nervous at first, that soon went as everybody made me feel really welcome and at ease. It was brilliant."



Photography: Ronny Eshel



Miners Make-Up Artist of the Year Caroline Scott at work on pharmacy assistant Philippa Myles





The sweet smell of success

Fragrances come high on Christmas shopping lists, but selecting a suitable scent from the vast array can be a daunting task. Anne Mullee reports on trends in the market

The run-up to Christmas is the peak purchase time for perfume, an essential beauty item high on every woman's list. Because it is such an ideal present, it would seem that shopping for fragrances is easy, but these things are never quite that simple. Different perfumes are evolving, as in the '90s we demand endless variations on the scents that we know and love.

This is the decade that has seen the arrival of a brand-new addition to the fragrance family – the oceanic, evoking memories of the sea – and one where fragrance has become an integral part of the fabric of everyday life.

Modern changes

When creating her first signature perfume, Donna Karan famously stated that, if you could smell her scent, then you were standing too close. Karan designed her perfume as an intimate, personal thing, a scent that the wearer would almost forget she had on, but which would become part of her own unique make-up.

This approach marked a sea-change in the type of fragrances developed in the early '90s. Gone were the ostentatious orientals and heavy florals of the loud '80s (think Opium and Poison); instead, a new era of lighter than light scents emerged for both men and women.

Fragrance consultant Julie Gibson Jarvie says: "There is no singular direction that can clearly be identified, as the fragrance world is continually evolving to reflect current fashions and lifestyles. However, there has certainly been an increase in the popularity of lighter, fresher

fragrances as opposed to the heady scents of the '80s, which were associated with glamorous power dressing. We are also witnessing a return to more 'grown-up' perfumes. These are warm and sensual yet not overpowering – Tentations by Paloma Picasso is a perfect example."

Sharing and caring

Many women have been doing it for years, but the appeal of more boyish, fresher, citrusy scents has finally become popular with the girls, too.

When Calvin Klein launched his first 'shared' fragrance, ckOne, aimed at young, environment and fashion-conscious men and women, he hit a nerve which has had a lasting effect on our tastes. ckOne offered an unobtrusive fresh approach, with citrusy, slightly musky notes that crossed the boundaries between a woman's and a man's fragrance.

Emma Bannister, beauty director of *Marie Claire*, believes that this change in attitude reflects the changing role of women in work. "As women become more independent and career-orientated, florals are no longer deemed appropriate for daytime wear, so we're going for crisper, fresher scents for daytime – feminine fragrances are reserved for evening wear."

Bannister also believes that for those of us who are attached to a shared perfume helps us feel closer to partners. "It's the borrowed blue men's shirt syndrome. We're hardly ever together in the modern world, so it helps us to feel close to our other half when they're not around."

Tips for pleasurable perfume wearing

- Don't spray perfume in areas which will be exposed to the sun, as this can photo-sensitise the skin.
- Avoid spraying around the face – dab a few drops on the neck or behind the ears instead.
- Never mix fragrances – it may seem like a good idea at the time, but they could blend into something altogether different.
- Don't overindulge before travelling, especially if you suffer from migraine or travel sickness.
- Try a tip from the experts for applying fragrance easily – spray a cloud in front of you and walk through it.

Fragrance wardrobing

The way we wear our scent has also undergone a revolution of sorts over the past few years. Gone are the days when a few precious drops of concentrated eau de parfum found their way onto wrists, behind the ears and inside elbows. Splashes and 'fraicheur' fragrances – essentially eau de toilettes – are what we crave, as the urge to splash them all over becomes impossible to resist.

We are also far more adventurous than our grandmothers, preferring to experiment and play with new perfumes, instead of sticking to a favourite for years and years. In the beauty world, this trend is known as 'wardrobing', as fragrance becomes increasingly more important to the woman of the '90s as a means of evoking a particular mood or memory. Most of us do this instinctively now, and have up to five or six different perfumes on the go at any one time, with the choice dependent on the mood or moment.

In practical terms, wardrobing is more cost-effective if we choose to invest in an eau de toilette rather than its considerably more expensive stablemate, the eau de parfum, as perfume has a shelf life, just like make-up and skin care products.

Let's layer

The only disadvantage to the trends towards lighter fragrances and lighter formulations is that our fragrance may not have the staying power we'd like, and fades throughout the day.

The key to ensuring that your scent has staying power is layering, or building 'blocks' of scent by choosing the matching deodorant, soap and body lotion. This technique is ideal for the very light perfumes mentioned earlier in the article, but those sensitive to strong fragrances should avoid going overboard with intense scents like orientals (spicy) or chypres (musky).



Photography: Ronny Eschel

Philippa's stunning look was created using Miners Cosmetics: Photo Finish Blended Foundation in Creamy Ceramic, Pressed Powder Translucent, Light Concealer, Blusher No 2, Eyeshadow Loose in Blue Lagoon and Purple Haze, Duo Eyeshadow No 2, Body Glitter in Sky Blue and Silver, Lipliner Rose Royce, Silver Body Glitter (on lips) and Nail Polish No 73

Perfumes to remember (and for those who will remember you)

Orientals

- Elizabeth Arden's 5th Avenue – reflects the melting pot of New York with a blend of fresh florals and semi-oriental notes
- Yohji Yamamoto – spicy and warm, perfect for Christmas
- Byblos Fire – Ceylon cinnamon, myrrh and Siam spicewood oil create a fragrance alive with heat
- Ralph Lauren's Safari – the sweetness of lily and jasmine are balanced with sandalwood and patchouli

Florals

- Cacharel's Eau D'Eden – a floral with waterlily as its chief light note
- Estée Lauder's Beautiful – a romantic multi-floral scent, said to have been the favourite of Diana, Princess of Wales
- Nina Ricci's Les Belles de Ricci – a bright young green floral
- Annick Goutal's Gardenia Passion – for old-fashioned romantics, with gardenia as its heart

Green/Woody

- Bulgari's Eau Parfumee – Deliciously fresh green tea makes this ideal for day wear
- Guerlain's Les Jardins de Bagatelle – inspired by Guerlain's favourite gardens, this is cut grass with exotic flowers
- Chanel's Allure – an unusual floral woody scent that spans the ages
- Kenzo's Jungle – a brazen rich scent with an unusual, earthy appeal

Oceanic/Ozonic

- Ralph Lauren's Polo Sport Woman – sparkling citrus notes give it splashability
- Issey Miyake's The Eau de Parfum of L'Eau D'Issey – a warm intense complement to the original L'Eau D'Issey
- Calvin Klein's ckBe – the wonderfully fresh follow-up to the original shared fragrance
- Monsoon's Eau – reflects the energy of the sea with a touch of mint

Raging hormones, temper tantrums, spotty skin, first dates. The teenage years can be torment, and not just for parents. Maria Murray examines teenage health problems

Teen torment

The teenage years of 13 to 17 are a time of immense changes – leaving school, starting college or a job, moving away from home, becoming involved in relationships, and coinciding with all this are physical changes to the body.

These years are also a time of experimentation – smoking, drinking, drugs, and sex, all activities which carry health risks that teenagers are either unaware of or choose to ignore. Smoking among teenage girls continues to rise despite public health campaigns highlighting the risks of developing heart disease and cancer.

Many of these problems are associated with social issues and tackling them requires a combination of tact and plain-speaking. Teen magazines, in particular, have played a major role in presenting accurate health information to teenagers in a form they understand and can relate to.

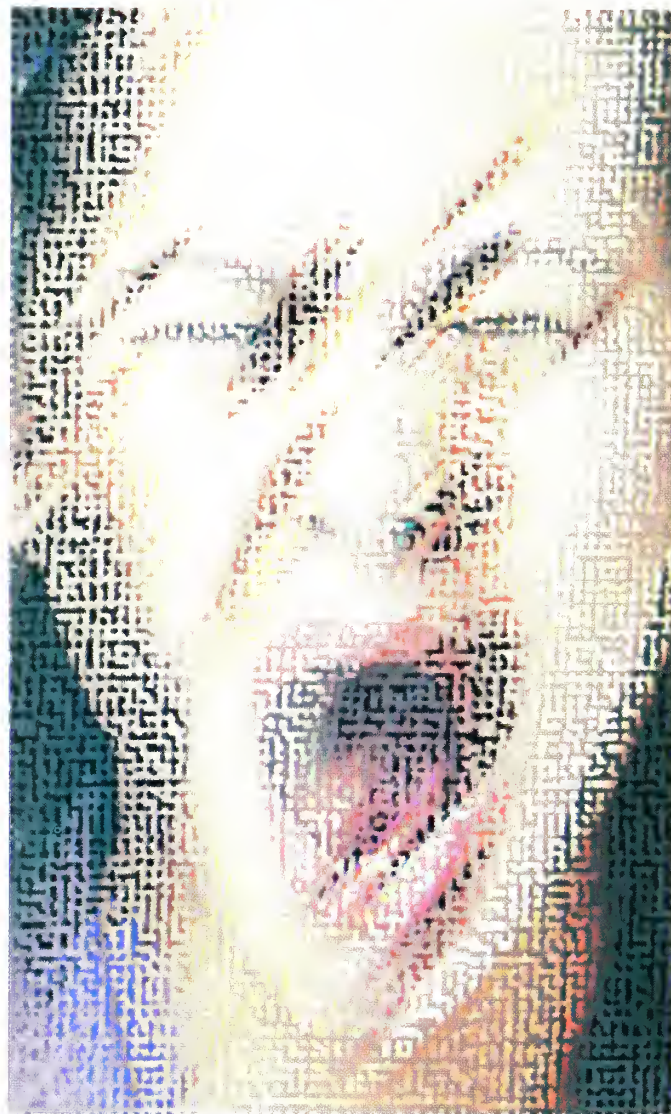
However, other 'less glamorous' teenage health problems, such as spots, migraine and period pain, can cause significant distress, both emotionally and physically.

Acne

For many of us, teenage years are immediately associated with spots, acne and the embarrassment they cause at a time when appearance is all important.

Acne, particularly acne vulgaris, is the most common skin disorder among teenagers varying in severity from a few spots to severe cases where there is inflammation and scarring.

Acne is associated with the sebaceous glands which produce sebum, a greasy substance that keeps the skin supple. During puberty hormonal changes lead to an over-production of sebum which can form a plug in the pore. The trapped sebum is an ideal environment for the growth of bacteria which



leads to pustular acne. An inflammation process begins which can cause permanent damage, visible as scarring. It is important that serious cases are referred for specialist treatment at an early stage.

Acne can occur on the face, neck, back and chest but the face tends to be the worst affected because of the high concentration of sebaceous glands.

Female sufferers often find their acne worsens two to seven days before their period. Oral contraceptives can be the cause in some women yet help relieve the problem in others.

Treatment

Although it may seem a little obvious, it's important to emphasise the importance of cleanliness. Simple washing with an anti-bacterial soap and water can help remove excess sebum, as well as reduce the number of bacteria on the skin. With teenage girls a total ban on cosmetics is unlikely to be observed, so advise occasional use and thorough cleansing afterwards.

Topical treatments available over the counter fall into two categories:

● **Keratolytics** which have an abrasive action, opening blocked pores and

increasing skin turnover as well as reducing the breakdown of sebum into substances which further inflame the skin.

Examples are benzoyl peroxide, salicylic acid, resorcinol and sulphur
● **Anti-bacterials** reduce the number of bacteria on the skin preventing re-infection.

Examples of this type of agents are benzoyl peroxide and triclosan.

Customers using benzoyl peroxide products should be warned that, initially, it often causes redness and irritation so it's better to start at a lower strength (2.5 per cent) and work up to the higher strengths (10 per cent). As oxygen is released by benzoyl peroxide when it comes into contact with the skin, warn the customer that it can cause bleaching of clothes, skin and hair.

Tackling acne requires a certain degree of patience as products will need to be used for weeks, if not months. If there is no real improvement in that time, they should be referred, as antibiotic treatment might be necessary.

● Check the following products on your shelves and identify the active ingredients.

Biactol

Clearasil Treatment Cream
Clearasil Max 10 Cream
Oxy 5 or 10
Oxy On-the-Spot
Panoxyl Cream 5 or 10
Quinoderm Cream
Valderma Cream

Period pain

In the UK, the average age for starting periods is 13 years, although it can happen any time between nine and 16 years of age. Today, girls are starting their periods earlier – in 1860 the average starting age was 16.5, and by 1920 this had fallen to 14.5.

Although today's teenage girls may be starting periods earlier, they are well informed about what is happening to their bodies from a variety of sources – up-front agony aunts in teen

magazines, television advertising of sanitary protection products, school nurses and, of course, their family and friends.

For many girls, the arrival of periods is accompanied by premenstrual syndrome and painful periods (dysmenorrhoea) until they settle into a regular cycle.

Pain associated with periods can either be mild or cramping spasms. Cramping pain is thought to be caused by production of prostaglandins which is why ibuprofen or aspirin-based products tend to be very effective. Simple measures such as placing a hot water bottle on the stomach or having a warm bath can ease the pain and help the young woman feel more relaxed.

Although it may be difficult to persuade a sufferer of the value, exercise such as swimming, walking or cycling may help by increasing blood flow.

It's important to check that the pain, particularly if it is severe, is not associated with any other symptoms such as heavy blood loss or bleeding between periods.

The value of taking an antispasmodic such as hyoscine-n-butylbromide (Buscopan) or hyoscine

hydrobromide (Feminax) for relieving the stomach cramps has been questioned but many women find these drugs beneficial.

The Nurofen Advisory Service has produced two consumer booklets – 'A beginner's guide to periods' and 'The Nurofen guide to painful periods' – which provide more information and self-help tips. Copies are available by sending a sae (minimum 7 x 10in) to The Nurofen Advisory Service, PO Box 193, Nottingham NG3 2HA.

The company also runs a series of 24-hour automated telephone helplines offering practical advice on period pain and charged at non-premium rates.

● Puzzled by periods & pain – advice for beginners: tel 0171 617 0811.

● Period pain – when once a month is too much: tel 0171 617 0812.

Migraine

Many people mistakenly assume that migraine is an 'adults only' problem when in fact it is very common in young children and teenagers.

According to according to Dr Anne McGregor, senior registrar at the City of

London Migraine Clinic, "during teenage years the incidence of migraine can be seen to escalate quite dramatically, reflecting that it is at this time of their lives that many migraine sufferers have their first attack".

Independent research commissioned by Migravele suggests that, in the UK, almost one million young people aged between 11 and 19 years suffer from migraine.

As many teenagers choose to self-medicate, it's important that they can distinguish between migraine and simple headaches, and treat themselves appropriately.

Migravele has produced a teenage migraine information pack consisting of a booklet and CD-ROM. Copies can be obtained by sending a stamped addressed A5 envelope to Migravele teenage migraine Booklet: PO Box 30, Blacknest, Nr Alton, GU34 4PX. Alternatively, customers can be advised to contact the special helpline Migravele has set up for teenagers (tel: 0171 617 0666). It gives advice on the symptoms to look out for and for general tips on how to cope with a migraine attack.

Meningitis

Over the past few years, meningitis, previously considered a condition that affects babies, has claimed the lives of a number of students.

Following three deaths at Southampton University last month, students are being vaccinated and given ciprofloxacin prophylaxis.

As part of an initiative to increase awareness of meningitis, the Health Education Authority is targeting students in higher education with a 'Look out for your mate' flier and poster.

The signs and symptoms of meningitis are different in young babies, children and adults, and the symptoms may not all appear at the same time.

However, as a general rule teenagers, especially college students, complaining of the following symptoms should be referred:

- Red or purple spots that do not fade under pressure
- Stiffness in the neck
- Drowsiness or confusion
- Severe headache
- Vomiting
- High temperature
- Dislike of bright lights.

Win

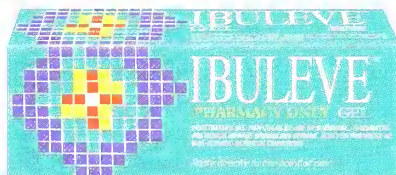
One of 26 Black's Medical Dictionaries worth £20

Common arthritic conditions, rheumatism and sprains cause pain, the body's response to an injury or disorder.

One of the most popular treatments for pain relief is the group of medicines known as NSAIDs (non-steroidal anti-inflammatory drugs). NSAIDs work by inhibiting the body's production of prostaglandins, the complex chemicals that promote pain and inflammation.

Until fairly recently, the most common way to take NSAIDs was orally, however many people prefer not to take pills. Ibuleve, which is a unique topical NSAID formulation, provides pain relief for many conditions, including backache, rheumatic and muscular pain, sprains, strains and common arthritic conditions.

Application of Ibuleve directly to the point of pain, can avoid the need for pills, and thereby significantly



reduce the likelihood of side-effects such as stomach irritation.

The secret of Ibuleve's painkilling power lies in its unique penetrating formula – power that acts right at the point of pain for fast, effective relief.

Ibuleve Gel is colourless, non-greasy and fragrance free. It is available in a handy 30g tube or a larger 50g economy pack for frequent users. Also available is Ibuleve Spray (35ml), specially designed for treating hard-to-reach areas such as the shoulders and back, and Ibuleve Sports which comes in a robust pump dispenser pack.

Ibuleve is available without prescription only from pharmacies. When your customers need rapid pain relief they can trust, recommend Ibuleve – the UK's No. 1 selling painkilling gel.

You could win one of 26 Black's Medical Dictionaries worth £20.00 in our easy-to-enter competition. Just answer the question below, and rank the key benefits of Ibuleve in order of importance and return this entry form to (no stamp required): Ibuleve Competition, Entri Research Ltd, FREEPOST (EX782), Filleigh, Barnstaple, Devon EX31 1YZ. Entries must arrive no later than 2nd March 1998.

Q: What is the name of the chemicals produced by the body that promote pain?

A:

Now rank the five key Ibuleve benefits in order of importance (1 – most important, 5 – least important)

- ☐ Ibuleve is available in a 30g and 50g gel, and a 35ml spray
- ☐ Ibuleve can be applied directly to the point of pain without the levels of side effects associated with oral NSAIDs
- ☐ Ibuleve is only available from pharmacies
- ☐ Ibuleve can now be recommended for pain relief in common arthritic conditions
- ☐ Ibuleve is the UK's No.1 selling topical painkilling gel

NAME

PHARMACY ADDRESS
(not home address)

POSTCODE

Rep code

MAG

RULES AND CONDITIONS

1. The competition is open to persons, full over 18 years, who are employed by DDD Ltd. 2. The competition is open to all UK residents. 3. All entries must be received by 23/98. 4. To be eligible to win, each entry must be accompanied by a completed entry form. 5. The prizes will be awarded to the winners of the competition. 6. The prizes will be awarded to the winners of the competition. 7. The prizes will be awarded to the winners of the competition. 8. The prizes will be awarded to the winners of the competition. 9. The prizes will be awarded to the winners of the competition. 10. The prizes will be awarded to the winners of the competition.

IBULEVE PAIN RELIEF WITHOUT PILLS

ibuprofen

IBULEVE Trademark and Product Licence held by Diomed Developments Ltd, Hitchin, Herts, SG4 7OR, UK. Distributed by DDD Ltd, 94 Rickmansworth Road, Watford, Herts, WD1 7JJ, UK. **Indications:** For the relief of backache, rheumatic and muscular pain, sprains and strains. Ibuleve Gel is also for pain relief in non-serious arthritic conditions. **Legal Category:** P. Further information is available from DDD Ltd, at the address above. 10/97

It's good to talk



Training consultant Diane Bailey explains why it's good to talk - but only if you say what you mean

One thing which we all want is to ensure that our relationships with others – family, partner, friends, customers – are as effective as possible. One way to get to this situation is to become better at managing conversations with a range of people and in a range of situations.

What you say and how you say it is one key to success (or not, if you get it wrong!). The techniques you need to manage conversations successfully include recognising clues and cues, spotting signs and signals, recognising assumptions and assertions, knowing how the other person is feeling, and using statements and questions, facts and opinions well.

I need to say right now

that managing conversations doesn't mean that you set out to control other people or limit what they say. It is much more about learning to control your side of the conversation, and using what you say to influence others and encourage them to respond positively and in a relevant way to you. It is also about being alert to what the other person is saying and indicating.

How often have you said after a conversation: "That was a waste of time!" or "We got a lot done there"? either reaction is likely to reflect the level of skill used to manage the conversation.

So, what skills and abilities do you need? You need to be able to:

- put forward a proposal
- say you disagree with something without being aggressive
- make an objection
- negotiate something with another person
- sell to a customer (or sell on an idea to a colleague)
- give someone praise
- handle personal criticism
- summarise a customer

complaint for the pharmacist.

Being able to hold a successful conversation can add significantly to your success, it can help you to:

- respond with confidence in a variety of situations
- work out how to get the correct information quickly and easily
- talk convincingly to colleagues and customers
- handle customer objections
- find out what people want
- understand other people better
- respond well under pressure.

Cues and clues

Clues and cues are words and phrases which indicate what people believe is important, the tone of voice used is also relevant. Cues are when you indicate what's important. Clues are provided by other people. Often too, important clues and cues are given non-verbally by body language and gestures. Worrying too much about having your say and making up your mind

not to listen can blind you to the clues other people are putting out, this means that the conversation you have with them will not be as effective as it should be.

For example, if a customer says to you, "I want something for this cold, it's the second I've had in a month, I think I'm run down, and I'm not sleeping", they are saying much more than the fact that they have a cold. If you only pick up the first comment and offer them a cold remedy you are ignoring what they think of as important and their opinion of your competence will be reduced.

On the other hand, if you say something like "How long have you had trouble sleeping?", the conversation will open up and you will have a much better conversation about what is really wrong. Recognising cues and clues means expecting people to be oblique sometimes and listening to what they say. You need to 'listen between the lines' for the meaning behind the words.

You can use cues to indicate to other people that there is more to the conversation than just the words. If people miss your cues or ignore them you'll need to be prepared to present information more clearly.

Signs and signals

People's body language and non-verbal behaviour provide you with some of the clearest indications of what is going on. Tension and anger are often clearly indicated.

If you spot a sign of anger or confusion it is useful to say something like "I see you are not happy/are annoyed by xxx". This won't necessarily solve the problem but it brings the conversation to the point where you can both discuss the reasons for the problem and the way you both feel about it. Recognising and acknowledging the signs can reduce tension by leading to discussion.

Listen for what people say, try to spot the key words and phrases and then respond to them. Watch people for the signals they make.

Summarise what you see eg "You seem more comfortable with that" or "I think that bothers you". This will mean the issue can be discussed between you.

Tell me more

Spotting the clues and signals other people give you is the first step to successfully managed conversations, finding out more about what the other person wants. There are several tactics you can use:

- listening or spotting doubts and worries and asking about them
- developing the clues people offer and making it easy for them to talk
- showing you are interested and listening clearly
- drawing together the clues and signals and summarising them, asking the other person to say more
- asking what important words mean
- enquiring about the causes of problems.

Statement or question

Every conversation starts with either a statement or a question. These are the balancing factors in any good conversation. One thing staff often say is that managers do not listen. Strangely enough, managers often say their staff do not communicate clearly what they want.

What is generally happening is that managers make statements: "You will do this" or "We're changing that" but rarely ask

spot quickly how people react.

If, for example, someone tries to put you out with a statement such as "I'm fed up with the way you get out of dusting the window displays", your immediate reaction may be to make a counter statement like "That's not fair, I did it last week". Chances are that will lead into a "You did", "I didn't" exchange which gets nowhere. Try answering such a statement with a question such as "Why do you feel I'm trying to get out of my share of the dusting?" This is much more likely to lead to a discussion.

Even asking questions has to be managed. They can make the other person feel positive or negative depending on the tone of voice and whether you are trying to put them down. For example, most people would react negatively to a question such as "Why do I have to do everything for you?". A more positive response is likely if you ask, "Are you having problems with that?". Or "Are there other demands on your time now?".

Statements are useful when you want to give facts or express opinions. Questions are useful when you need information or want to find out how someone is reacting to what you suggest. Remember you can use questions when you want to gain time to think. One other advantage of questions in conversation is that they can reassure the

comment any further. By giving or withholding 'permission' people make it clear what areas they will allow you to enter or talk about.

For example, you may say something like "What about this pile of papers in the store room?", and a colleague immediately says "That's my problem, I'll deal with it". What they are actually saying is that they consider this to be their territory and they do not want you to become involved. Territory is a problem if you are being prevented from gaining information which you need for your job. If this happens you will need to be pleasantly assertive to get what you need.

Controlling conversations to the point that people give you permission to talk about delicate areas can be very useful when you're dealing with customers, ensuring that all relevant facts are discussed before the ideal product is identified.

Winning ways

We have all had conversations where you felt, at best, that we got nowhere and at worst, that we've been put down and we have lost. Starting off expecting to 'win' is not necessarily the best approach to a conversation, particularly with customers or colleagues. You may win but the customer may feel so bad about it that they won't come back, or your colleague won't co-operate with you. In either case you will have lost overall.

There are only four options in conversation:

- I win - you lose
- I lose - you lose
- You win - I lose
- I win - you win.

Obviously, win-win is the situation to aim for.

If you are aiming for win-win you'll need to know the direction in which you are going. All conversations are either moving towards you, away from you or against you. There are various ways people can react to your conversation:

- rejection
- lack of agreement
- willingness to consider
- agreement with you
- commitment/involvement with decisions.

Obviously, the more people at the top of this list the less successful your conversation is. You will need to exercise skill to move them down the list to the point where they not

only agree with you but are willing to be involved in getting decisions and agreement implemented. You need to stay alert and watch carefully whether people are with you or against you.

Facts and opinions

It is just not possible to have a conversation without exchanging facts and opinions. You will want to gain maximum benefit from facts and opinions, yours and those of the other person. A key skill is being able to differentiate between facts and opinions.

You will want people to support their opinions by facts. If a sales rep tells you "This is the best moisturiser in the range" ask why. Similarly, don't let people brow beat you with facts when what you want is an opinion on those facts. For example, if you are faced by three children's cough medicines all equally effective, the rep's opinion that the slightly sweeter one seems to be preferred by children could be useful.

Being able to master facts and form sensible opinions on them is a good basis for influencing and persuading other people.

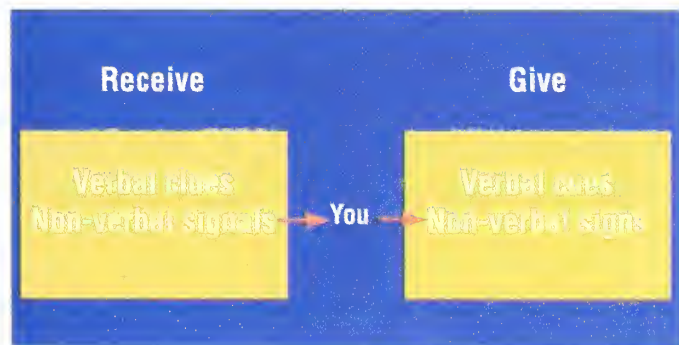
Support your words

Research shows that we remember 80 per cent of what we see but only 20 per cent of what we hear. It makes good sense, therefore, to support the words we use with visual input where possible.

Your own body language is one way to do this. Smiling and nodding at someone invites them to continue talking. Your expression and stance should mirror the content of what you say. When suggesting a product to a customer show the item while you describe or explain it. If you can, use words to paint word pictures and try to include colourful phrases where appropriate.

In conclusion

Conversations form a large part of life in general, and more specifically, of your work in the pharmacy. Thinking carefully about what you want from a conversation, how to go about getting it and how to ensure a win-win situation will help you make your conversations more successful and satisfying.



questions: "Explain how this change can be made to work at your end." Staff, on the other hand tend to ask a lot of questions and make requests without saying how issues are being sorted or the benefits of new ways of doing things.

Every question you ask or statement you make will be seen by other people either as a useful contribution to the conversation or a way of putting them down or exerting control. You will

other person that you are interested in them and their situation.

By permission

Every time you talk to someone you both give and receive permission to talk about certain issues. You won't always use the words "I'll give you permission to talk about this", but you will indicate by how you look, or by ignoring a suggestion or comment that you do not want the other person to

showcase



Cool appeal of TCP lozenge

A new sore throat lozenge has been introduced into the TCP range by Pfizer Consumer Healthcare.

TCP Sore Throat Lozenges have a cool menthol flavour and are formulated to provide rapid relief from painful sore throats.

The GSL product contains hexylresorcinol which acts as a local anaesthetic to soothe pain and an antiseptic to fight the bacterial infections that can cause sore throats.

The product replaces TCP Pastilles.

Packaging for the new lozenge highlights the product's cool menthol flavour. Retail price is £1.79.

Pfizer Consumer Healthcare.
Tel: 01420 84801.

Buttercup launches Infant formula

Pfizer Consumer Healthcare is adding a new infant cough syrup to its Buttercup range.

Buttercup Infant Cough Syrup is a soothing, fruit-flavoured, all-purpose remedy for children aged one to live years.

It contains ippecacuanha, a

suppressant that soothes dry, tickly coughs, Menthol BP to act as a decongestant for chesty coughs and soothing liquid glucose. Retail price is £2.39.

The GSL product is designed to appeal to parents of young children who are looking for a brand with traditional and 'warm family values', not a remedy which appears to be too 'scientific'.

● Ninety per cent of sales in the growing £12 million children's cough liquid market are through pharmacy. Pfizer Consumer Healthcare.
Tel: 01420 84801.



Benylin bears all for children

Warner Lambert Consumer Healthcare has launched a Pharmacy Only Benylin Children's Cough range.

Packaging of the new range uses teddy bears to highlight the

individual benefits of each of the four products in the range. Wakeful teddy bears on the Chesty and Dry packages indicates these are non drowsy. The Night Cough and Coughs & Colds variants carry pictures of sleepy teddies.

Active ingredients: Chesty – guaiphenesin 50mg in 5ml; Dry – pholcodine 2mg in 5ml; Night Cough – diphenhydramine hydrochloride 7mg and laevo-menthol 0.55mg in 5ml; Coughs and Colds – dextromethorphan hydrobromide 5mg and triprolidine hydrochloride 0.625mg in 5ml.

All are suitable for children from age one to 12 years.

The fruit-flavoured variants, which replace the old Benylin children's products, all retail at £2.89 for 125ml.

Warner Lambert Consumer Healthcare.
Tel: 01495 750049.



Powerful relief from Lemsip

Lemsip Powercaps (10, £2.99), a Pharmacy Only product, is the UK's first ibuprofen and pseudoephedrine combination in a sustained release formula, with each dose providing 12 hour relief from flu and cold symptoms.

Each capsule contains 300mg of ibuprofen and 45mg of pseudoephedrine. The recommended dose is two capsules, swallowed whole, with water. The maximum dose in any 24 hour period is four capsules. Reckitt & Colman Products Ltd.
Tel: 01482 326151.

Elastoplast goes for the burn

New Elastoplast Burn Relief Spray (75ml, £4.99) is formulated to relieve pain of minor scalds and burns, and also helps prevent damage to the skin and blistering.

On contact with the wound the CFC-free spray forms a mousse which rapidly reduces the skin temperature at the burn site. After 10-15 minutes a very thin film of inert paraffin remains on the surface of the skin which protects the wound and aids healing.

Smith & Nephew Consumer Products.
Tel: 0121 327 4750.

Cold and sinus variant for Advil

Advil Cold & Sinus offers relief from the symptoms of colds, flu, and the sinus and nasal congestion of hayfever.

The formulation contains both ibuprofen (200mg) and pseudoephedrine (30mg) in their optimum doses for a P product, offering relief for aching muscles and sore throat.

The tablets are available in tens (£2.39) and 20s (£3.79). Whitehall Laboratories Ltd.
Tel: 01628 669011.

Robitussin for coughs at night

Robitussin Night-Time (100ml, £3.25), a full strength, pharmacy-only product is formulated to combat dry, irritating coughs, disperse nasal congestion and encourage sleep.

The sugar-free formula combines brompheniramine 2mg, pseudoephedrine 30mg and codeine phosphate 10mg.

Dosages are one 5-10ml measure up to four times daily for adults, one 7.5ml measure three times daily for children aged 6-12 and one 5ml three times daily for children aged 2-4.

Whitehall Laboratories Ltd.
Tel: 01628 669011.



New Vicks vaposyrup offers long-lasting soothing

Procter & Gamble is relaunching its Vicks Vaposyrup with an improved formulation.

New Vicks Vaposyrup has been developed to give a long-lasting, soothing feeling in the throat.

The cherry-flavoured syrup is available in two variants – Chesty or Dry – each retailing at £3.49 for 120ml.

The launch is being supported by a regional TV campaign and a consumer sampling campaign being run with the agreement of the RPSGB.

The product will be distributed only through pharmacies. Procter & Gamble (Health, Beauty & Cosmetics) Ltd. Tel: 01932 896000.

Roche step into skincare arena

Roche has broken into the skin care market with the launch of Bepanthal and the introduction of a new concept in gauging moisturising power.

The Bepanthal range, aimed at dry skin conditions such as eczema and dermatitis, is the first to carry measurements of Skin Conditioning Factors to indicate moisturising power. The higher the SCF, the greater the moisturising power.

The range consists of Rich Emollient Cream (30g, £4.99) with SCF 65 per cent, Rich Moisturising Lotion (200ml, £5.99) with SCF 30 per cent and Moisturising Shower

Cream (150ml, £5.99) with SCF 5 per cent. All products contain pro-vitamin B5; the cream and lotion contain lanolin.

Roche is investing £2 million in the brand, which includes advertising, advertorials, POS and sampling – 2m sachets of the lotion are being distributed through women's magazines. An educational package is also planned, including the creating of the Dry Skin Information Centre. Roche Consumer Health. Tel: 01707 366000.



Ex-Lax Senna – naturally!

Novartis Consumer Health is launching a new Ex-Lax Senna (sennosides) chocolate for the relief of constipation.

The new product will replace the existing Ex-Lax chocolate formulation. The company aims to create a more modern appeal for the brand in line with the consumer trend towards natural ingredient laxatives.

Ex-Lax Senna chocolate contains senna glycosides (equivalent to 15mg sennosides) in a chocolate base. It remains a GSL medicine indicated for short term use of mild conditions.

Dosage is one tablet for adults and children over 12 years and half a tablet for children aged 6-12. Ideally, the product should be taken at bedtime.

Retail prices are £0.89 for six, £1.99 for 18 and £3.39 for 36. Novartis Consumer Health. Tel: 01403 210211.



Double action against colds and flu

Redoxon Double Action is a new vitamin supplement from Roche Consumer Health which is formulated to help the body maintain maximum resistance to infection over the winter months.

The product comes

as an orange effervescent drink or chewable tablet. It includes a high dose of vitamin C and added zinc which are said to work together to help protect against illness. Tubes of 20 effervescent tablets retail at £4.09 and 30 chewable tablets retail at £3.49.

The launch is being supported by a £2 million TV campaign next year and POS material will be available. Roche Consumer Health. Tel: 01707 366000.



Warner-Lambert Confectionery has added a new Honey & Lemon variant to its Halls Soothers range. The launch is being supported by an eight week advertising campaign in magazines from early December. TV advertising and a sampling campaign are also planned. Ten lozenges retails £0.48. Warner-Lambert Confectionery. Tel: 01703 620500.

symptoms of benign prostatic hyperplasia, a condition which affects up to one in three men over 50 in the UK (around 3.6 million).

There are said to be no side-effects from Efaprost, and in particular no impotence or sexual dysfunction.

The recommended dosage is three capsules daily for a minimum of 12 weeks. A month's supply of 90 capsules retails at £17.99

A doctor's advice should be sought by patients already under medical supervision or taking medication, and by those whose urinary symptoms have not been assessed and diagnosed.

A £150,000 consumer campaign starts in November. An information line is available on 01483 570248. Novartis Consumer Health. Tel: 01403 210211.

Efamol aims Efaprost at a healthy prostate

Elamol has launched a nutritional supplement for men to help them maintain a healthy prostate.

Efaprost, the patented supplement, which is not licensed, contains evening primrose oil (a source of gamma-linolenic acid), plant extract beta-sitosterol and saw palmetto berry extracts.

All three extracts are claimed to have beneficial effects in relieving the



Nurofen now comes in new easy to swallow coated caplets. Nurofen Caplets, which complement Nurofen's existing range, come in GSL packs of 12 and retail at £1.45. The new shape was introduced in response to consumer demand. Crookes Healthcare Ltd. Tel: 0115 953 9922.



Just add water

Sara Lee is revitalising its Badedas bath care range with two new products, redesigned packaging and improved formulations.

The new additions are Silk Body Lotion (200ml, £3.99) and Luxury Shower Gel (200ml, £1.99).

The range is being supported with a new £500,000 advertising campaign in top women's press titles during the run-up to Christmas.

Building on the brand's heritage of romantic escapism, the advertising continues the 'Things happen after Badedas' theme. Sara Lee Household & Body Care. Tel: 01753 523971.

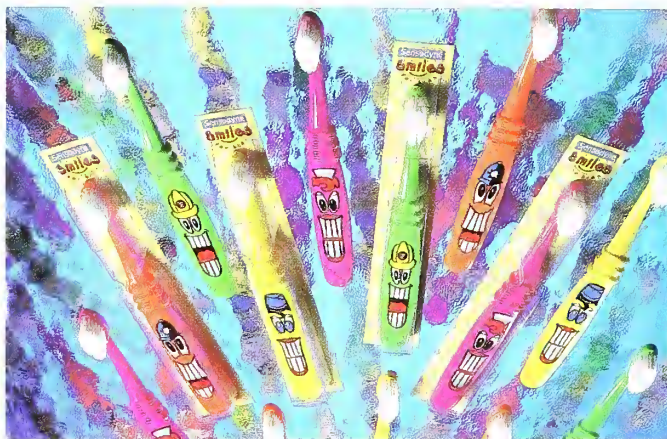
Griptight savers continues to grow

Lewis Woolf Griptight has added three cooling teethers and three fun rattles to its economy range of baby care products.

The teethers in a choice of three primary colours come in apple, fish and elephant designs with a minimum recommended retail price of £1.19.

The eye-catching rattles come in elephant, hippo and telephone designs for a minimum of £1.49 each.

All Griptight soothers carry the BSI Kitemark, the symbol of ultimate safety. Lewis Woolf Griptight. Tel: 01386 556403.



Smiles all round with Sensodyne

Sensodyne has introduced a new range of toothbrushes for kids.

Sensodyne Smiles is designed for children aged three to eight. It has an easy-to-grip chunky handle, a small oval head and soft end rounded polyester filaments that are gentle on tender young teeth and gums.

The product comes in four bright handle colours featuring the beaming smiles of Constable Clean, Nurse White, Fireman Brush and Shiny Bright. Retail price is £1.89. Stafford-Miller Ltd. Tel: 01707 331001.

Aquaflex relaunched 'with attitude'



Smithkline Beecham has relaunched its Aquafresh Flex for Kids as the new Aquafresh Flex Generation toothbrush.

Developed as a toothbrush 'with attitude', the product is aimed at 8-12 year olds.

The two-tone brush features a glittery handle with contrasting rubber surround which comes in four different colourways including turquoise/pink and blue/green.

The brush features multicoloured interdental bristles designed for thorough cleansing between the teeth.

It has a flexible head that

moves to clean 'hard to reach' areas.

The product retains its flexible neck which helps absorb excess brushing pressure on soft gums tissue.

Retail price is £1.99. Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.

Colgate harnesses Hercules

Colgate-Palmolive is adding appeal to its children's toothbrush range with characters from the new Disney film 'Hercules'.

The characters will be featured on the handles and packs of the My First Colgate and Colgate Superstar children's brushes.

The company is also offering consumers the chance to instantly win one of three Disney World holidays. Competition details will be flashed on special 50ml and 100ml packs of Colgate Cool Stripe Gel and Colgate Ultra Cavity Protection which will contain an entry form. Colgate-Palmolive UK Ltd. Tel: 01483 302222.

Wisdom go into Orbital

Wisdom Orbital has become the first manual toothbrush to adopt a rounded head.

The small rounded head, used by some electric toothbrushes, encourages the circular brushing recommended by dentists in the prevention of gum disease.

Wisdom Orbital (£2.99) comes in six translucent colours and sensitive and medium textures.

A £1 million marketing campaign taking the theme of 'Wisdom - completely dental about brushes' kicked off in October and includes national press advertising, POS and sampling. Wisdom Toothbrushes. Tel: 01440 714800.

Product Information: Nurofen Plus

Each tablet contains ibuprofen B.P. 200 mg

and codeine phosphate B.P. 12.8 mg

Indications: Effective in the relief of migraine, tension headache, cramping period pain, dental pain, neuralgia, sciatica, lumbago and rheumatic pain.

Dosage and Administration: Adults and children over 12 years: Initial dose 2 tablets taken with water, then if necessary

1 or 2 tablets every 4-6 hours.

Do not exceed 6 tablets in any 24 hours.

Precautions and Warnings: As with some other pain relievers, Nurofen Plus should not be taken by patients with stomach

ulcer or other stomach disorder or

hypersensitivity to ibuprofen or codeine.

Patients receiving regular medication,

asthmatics, anyone allergic to aspirin, and

pregnant women should be advised to

consult their doctor before taking Nurofen

Plus. In normal use, side effects are very

rare, but may occasionally include dyspepsia

gastrointestinal intolerance and bleeding

constipation, nausea and skin rashes.

Not recommended for children under 12

If symptoms persist for more than 7 days

patients should consult their doctor.

Product Licence Number: 0327/0082.

Licence Holder: Crookes Healthcare Limited, Nottingham, NG2 3AA.

Legal Category: P.

Price: Nurofen Plus 12's £1.99, 24's £3.

48's £6.79, 96's £8.59.



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POWERFUL RELIEF HAS ONE.**

When your customers need powerful pain relief, there's no better recommendation than Nurofen Plus. It is the potent combination of ibuprofen and codeine in Nurofen Plus which ensures that it is an ideal treatment for migraine, tension headache, cramping period pain,

dental pain, neuralgia, sciatica, lumbago and rheumatic pain. When extra relief is called for, recommend nothing less than Nurofen Plus. With dual action pain relief and proven tolerability, it's clear why Nurofen Plus is the fastest growing analgesic in pharmacy.

**NUROFEN
PLUS** 24 Tablets



ADVANCED DUAL ACTION FOR POWERFUL PAIN RELIEF

ibuprofen codeine

RECOMMEND NOTHING LESS



Medised gets new look and no colour

Seton Healthcare is repackaging and relaunching Medised as a cold remedy for children. The company is also introducing a new sugar- and colour-free variant.

Packaging for both features an illustration of a sleeping child with the strapline 'Cold relief for children' with the three main user benefits clearly shown.

The Sugar and Colour Free launch follows research which indicates that 76 per cent of mothers would find it useful.

Medised contains paracetamol and an anti-histamine which dries up runny noses and reduces nasal irritation and itching, while aiding sleep. It is suitable for children aged one year and above. Both variants are available in a 140ml bottle (rsp £3.25). Seton Healthcare Group plc. Tel: 0161 654 3000.

Pampers go unisex

Pampers Extra is a new unisex nappy which claims to keep both boys and girls drier.

New Pampers Extra have an extra unisex protection sheet that covers the areas where boys and girls wet.

Acting like a one-way filter, this draws wetness into the nappy and helps prevent it puddling back against the baby's skin – even under pressure.

The new range of

unisex pampers Baby Dry Extra and Pampers Premiums will replace the existing Pampers baby Dry Plus and Pampers premiums boy/girl range. A new size has also been added Pampers Maxi Plus, designed for heavy wetting babies. Prices are unchanged. Procter & Gamble Ltd. Tel: 0191 279 2000



Benylin goes into action

Benylin has a new look for the 1997-98 cough, cold and flu season. Warner-Lambert Consumer Healthcare has redesigned the packaging for Benylin Cough, Benylin Children's Cough and Benylin 4-Flu.

'Mode of action' graphics are intended to communicate qualities of power, efficacy and strength. Pack Irons say 'only available in pharmacy'.

The Benylin range will be supported with a £6 million advertising spend, which includes the 'Tenor' television commercial to run from this month.

The company is supporting in-store promotion with POS material and a new winter window display will be available from November. Warner-Lambert Consumer Healthcare. Tel: 01495 750049.



Bright ideas for Ralgex

Seton Healthcare is introducing a striking new look for its Ralgex topical muscular pain relief treatments.

The modern new packs feature bolder colours of ice cold blue for the freeze spray and warm red for the heat cream, stick and spray. The brand



vitamin C. It is free from artificial colours, flavours or added preservatives, and contains no added sugar.

Once opened, the bottle can be stored in a refrigerator for up to four days. Retail price is £0.99.

Cow & Gate Nutricia Ltd. Tel: 01225 768381.

Organic milk for growing babes

Hipp Organic has launched an organic powdered follow-on milk drink for babies aged from four months.

Made from milk produced on organic farms in Germany, the product is sucrose- and gluten-free and iron-enriched.

It can be used with weaning cereals or as a drink in its own right.

The drink has been developed to offer mums an organic choice for the period between stopping breastfeeding and introducing cow's milk after 12 months of age. Hipp UK. Tel: 01635 528250.

Double up with Mates Duet

Mates Healthcare is launching a Mates Duet pack of condoms and pessaries designed to appeal to women.

The GSL pack comprises three Mates BS Kitemarked and CE marked electronically tested condoms plus three Prefude Nonoxynol-9 spermicidal pessaries.

The company calculates that the Duet condom plus pessary combination is over 99 per cent efficient when used according to the instructions provided.

The new pack retails at £3.95. Sutherland Health. Tel: 01635 874488.

Introducing the Meltus Kids

Seton Healthcare has repackaged its Junior & Baby Meltus range of medicines.

New packs introduce the Meltus Kids – a distinctive children's identity for the Junior & Baby Meltus variants of Junior Meltus Expectorant, Junior Meltus Sugar & Colour Free Expectorant, Junior Meltus Dry Cough and Baby Meltus Cough Linctus. Seton Healthcare Group plc. Tel: 0161 654 3000.

Potter's introduces St John's Wort

Potter's has launched a Pharmacy licensed formulation of St John's Wort (*Hypericum perforatum*), dubbed the sunshine herb because of its mood-lifting and anxiolytic properties.

The liquid (100ml, £6.99) also contains the anti-inflammatory juniperus (juniper) the analgesic saffron (saffron) and the sedative clematis (black cohosh). Potter's (Herbal Supplies) Ltd. Tel: 01942 234761.



Christmas crackers

Partums Gilles Cantuel has launched three new scents - ideal stocking fillers for men and women.

Creature, Gilles' signature scent, is a warm and spicy fragrance made from vanilla, cinnamon, jasmine and roses. Folie de Creature is a lighter inspirational scent with top notes of lily of the valley, amber and peach. Both are available as eau de toilette sprays in 30ml or 50ml bottles retailing at **£12.99** and **£16.99** respectively.

Alamo, a male fragrance, combines cedar, lemon and artemisia. It is available as an after shave or an eau de toilette spray. Both come in 50ml or 100ml bottles retailing at **£12.99** and **£16.99** respectively. Ceuta Healthcare Ltd. Tel: 01202 780558.

Brush on with Paul Murray

Paul Murray has introduced a new range of synthetic cosmetic brushes.

Manufactured from a mix of synthetics, the brushes are suitable for people who are allergic to animal hair or those who prefer not to use animal hair for ethical reasons.

The range consists of six brushes which are smooth on the skin and are designed to spread cosmetics evenly. The wooden handles are in farmed Swedish beech. Retail prices range from **£1.99** to **£9.99**. Paul Murray plc. Tel: 01703 268444.

Revlon lines and shines lips

Revlon is introducing its Line & Shine colour cosmetic for lips for a limited period from November 27 until Christmas Eve.

It combines a lip liner and lip gloss in one dual-ended stick to give definition, while providing a luxurious shiny finish. Revlon International Corporation. Tel: 0171 629 7400.



Dare to wear Urban Gypsy

Urban Gypsy, the new vibrant lip and nail collection from Lechner, takes its inspiration from folk chic - think Portobello market meets Eastern Europe.

The easy-to-apply, shiny lipsticks are available in four deep, long lasting shades - Wild Peach, Mysterious Mauve, Quick Silver (taupe with a metallic shine) and Sangria.

Complementary shades of glossy, chip-proof nail colour are: Firecracker, Just Magenta, Gypsy Purple (sheer silvery blue) and Sangria. Lipsticks retail at **£2.95** each and Nail Glosses at **£2.45**. Network Management Ltd. Tel: 01252 351118.

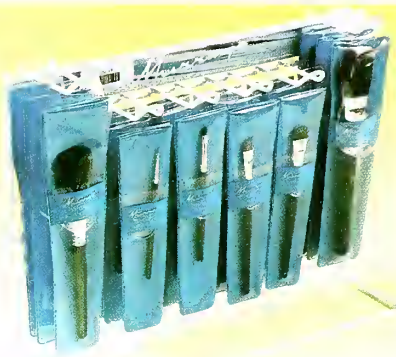
Essence offers hidden depths

Essence is a new Cachet fragrance from Network Management.

Promoted as 'a fragrance with hidden depths', it is formulated to be light and fresh with long lasting qualities.

The fragrance is a blend of fresh top notes of citrus fruits and tagete, with floral heart notes of ylang ylang, rose flower, jasmine, lily and violet. It has warm base notes of amber musk and sandalwood.

The range comprises eau de toilette spray (15ml, 30ml and 50ml), deodorant body spray and body wash. Retail prices range from **£1.99** to **£10.95**. Network Management. Tel: 01252 351118.



On the spot treatment with Oxy

Smithkline Beecham is launching a GSL spot treatment containing benzoyl peroxide in its Oxy range.

Oxy On-the-Spot is aimed at occasional spot sufferers. The company says it is the first benzoyl peroxide formulation available for self-selection.

Presented in a metallic silver tube and



silver embossed carton, it retails at **£3.99**.

The product will be backed by a press campaign and support in the teenage press. Medicated skin care is one of the fastest growing health and beauty categories showing 8 per cent growth year on year (IRI MAT Aug '97). Smithkline Beecham Consumer Healthcare. Tel: 0181 560 5151.

Photo Finish for Miners loose powder

Miners Cosmetics has launched Photo Finish Loose Translucent Powder.

Stylishly packaged in a glossy black and gold container, the powder is filtered through a 'pepper pot' dispenser for subtle distribution.

The contents are hygienically sealed, which prevents any spillage.

The product is not tested on animals. It retails at **£2.99**. Paul Murray plc. Tel: 01703 268444.



Male order from Bronnley

H Bronnley & Co is launching a new range of male toiletries following its research into men's attitudes to personal grooming.

Bronnley for Men is designed to provide effective, fast-acting products to appeal to men of all ages who lead a busy and active life.

It combines a fresh, invigorating fragrance with moisturising and soothing properties to cleanse and nourish the skin. Ingredients include birch oil and witch hazel.

The range comprises splash-on aftershave, eau de toilette, aftershave balm, men's soap, shower gel and shaving cream. H Bronnley & Co Ltd. Tel: 01280 702291.

Soap-free cleansing with tea-tree oil

Australian Bodycare is launching a new Treatment Cleansing Bar (100g, **£2.99**).

This triple-milled, soap-free product is a pure and natural vegetable-based bar. Formulated with 2 per cent tea tree oil, it contains natural antiseptic properties, together with antibacterial and antifungal actions.

It also contains glycerin to soften the skin. It can be used as a gentle facial cleanser and will remove make-up (except waterproof). Australian Bodycare Ltd. Tel: 01892 525599.



Get active with Mighty Minadex

Seven Seas has introduced a third edition of its Popular Mighty Minadex Activity Book, distributed at pharmacy counters.

Packed with puzzles, stones and games, the book is designed to help keep children amused while they recover from illness.

It is available free of charge and comes with a counter unit and shelf edgers for in-store display. Seven Seas Healthcare Ltd. Tel: 01482 375234.

Medicmates put on the pressure

Medicmates has designed its Medicmates Acupressure Bands to help relieve nausea, headaches, PMT/menstrual cramps and insomnia.

Based on the principles of acupressure, the four bands feature a bead affixed to the strap which is adjusted to massage a particular acupoint.

The Anti-menstrual band is worn on the ankle, the Anti-sickness and Sleep Aid bands should be strapped to the wrist and the Anti-headache band should be positioned across the middle of the hand and anchored by the thumb.

The bands can be adjusted to fit anyone from a baby to a large adult. Retail price is £6.95.

Medicmates Ltd. Tel: 01483 452764.

New look for Probase 3

Schering-Plough is introducing a new look for its Probase 3 cream for dry skin conditions.

The white and blue packaging is designed to give maximum impact on-shell.

Suitable for all-over use, including the face, the product is a non-greasy, extra-rich emollient. It helps relieve a wide range of dry skin conditions, such as flaking, itching, chapped skin, detergent hands and nappy soreness. It is also used by dermatologists to help relieve eczema and dermatitis.

The formulation contains no perfumes, lanolin or parabens which may irritate sensitive skin.

The product is available in a 250ml pump dispenser (rsp £5.19), 50gm cream tube (rsp £2.25) and 20ml trial tube (rsp £0.99). Schering-Plough Ltd. Tel: 01707 363636.



Buy a plaque remover, get one free

Philips is introducing a 'Buy one, get one free' promotion in its new range of electric plaque removers.

The offer is available with Philips/Jordan HP735 (rsp £59.95) bought between November 15 and December 24 while promotional stocks last.

The purchaser has to send off a coupon with the till receipt and in-pack questionnaire.

A free Philips/Jordan HP510 plaque remover (worth £39.95) will be returned within 28 days.

Philips Home Appliances. Tel: 0181 689 2166.

Kotex launch opens up new benefits

Kimberly-Clark is launching a new range of Kotex sanitary towels with design improvements.

Key feature of the range is a new hole system which draws liquid away from the body straight down to the bottom layer. The liquid is then distributed right along the length of the towel and 'locked in' offering added dryness and protection.

The design also incorporates a soft, natural covering for maximum comfort against the skin.

The range comprises Kotex Maxi Normal (18s), Kotex Maxi Normal Plus (16s), Kotex Maxi Super (16s), Kotex Ultra Normal Plus (14s) and Kotex Ultra Super (12s).

Products are available in a choice of winged or non-winged varieties. Retail price is £1.99.

Kimberly-Clark Ltd. Tel: 01622 616000.

Sore throats on display

Seton Healthcare is supporting its pharmacy only mero range of sore throat treatments with a new POS display unit.

It holds six packs of each of the brands' variants – Merocaine, Merocets and Merothol – plus customer information leaflets.

Giant packs, window displays and showcards are also available. Seton Healthcare Group plc. Tel: 0161 654 3000.



Milupa adds to its savoury menu

Milupa is adding three new savoury recipes to its dry babyfoods range.

The new varieties are Traditional Turkey Dinner, Normandy Casserole and Turkey Supreme. The move brings the number of recipes in the range to 36.

Colourful packaging features comprehensive nutritional information and clear usage instructions. Milupa Ltd. Tel: 01225 768381.

Durex Avanti offers latex-free option

LRC Products is launching its Durex Avanti male polyurethane condom with a £1.5 million promotional spend.

The product is made from Duron – a new material with double the strength of latex. It is transparent and odour free for a natural look and feel.

Unlike latex condoms, this product can be used with oil based lubricants like petroleum jelly or baby oil without fear of damage.

The company says it gives the same protection from sexually transmitted infections and unplanned pregnancies as its latex condoms.

Avanti is available in packs of two or five condoms, retailing at £3.99 and £9.79 respectively.

The launch is being supported by an advertising campaign in national newspapers, consumer magazines and in taxis in major cities.

A purple and gold hot air balloon (which matches the product's packaging) which will visit festivals around the country.

The launch follows the product's successful trial in the US. LRC Products Ltd. Tel: 01992 451111.

Animal rights

Allerpet is a new lotion to remove the allergens from pets' coats.

The lotion comes in two variants – Allerpet/C for cats and Allerpet/D for dogs.

The product is designed to prevent pet-related breathing difficulties, hives, streaming eyes or stuffy noses.

Retail price is £8.95 for a 355ml bottle, which lasts around three months. Sans Frontieres Ltd. Tel: 01476 514650.

Compare sweet talk

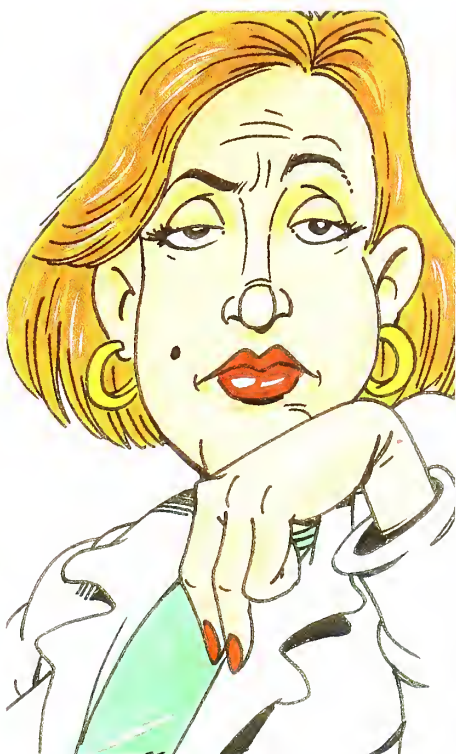
The Wallis Laboratory has relaunched its aspartame-based Compare low-calorie sweetener.

Now in blue and white packaging, the product contains Nutrasweet. One tablet, which should normally be sufficient to sweeten tea or coffee, contains one sixth of a calorie.

It is suitable for diabetics who need a sugar substitute to use in cooking.

The product comes in two different dispensers containing 100 (rsp £1.19) and 300 tablets (rsp £2.95).

Presented on blister cards, the dispensers are sold in boxes of 40 and 24 respectively. The Wallis Laboratory Ltd. Tel: 01582 413614.



After a day at work, do you ever feel you are running a race and never winning it? That is how things have been at our pharmacy recently. We have all taken annual leave over the past few months; consequently, we have all had to cover for each other. Our pharmacist has also been away, so we have had a succession of different locums. Some we have met several times before and others have been new and interesting.

We have also had a lot of changes in pharmacy protocols, some which have annoyed customers. Many are unhappy because they cannot purchase Triludan and other terfenadine tablets any more because it is now a Prescription Only medicine. I dread to think how some customers will react next September when we can only sell them 16 or 32 paracetamol. Most of our elderly customers buy 50s or 100s.

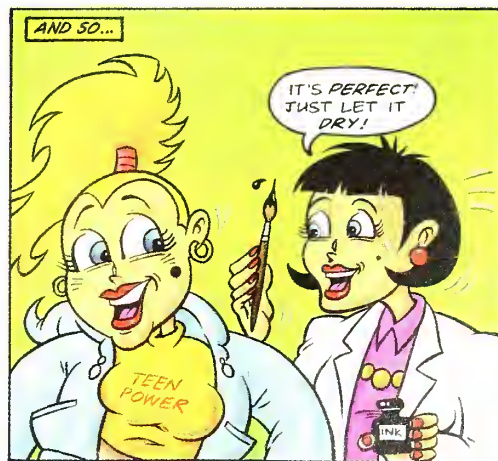
Malathion for the treatment of head lice has also been in the news, because it was reported on television that small amounts are absorbed through the skin. Some customers have been worried about this. As a result, these products are now only being sold in our pharmacy by the pharmacist himself, so he can offer reassurance or alternative treatments.

On top of all these changes we have spent a lot of time coping with practical problems. A child vomited all over the shop floor the other day; not an easy problem to deal with when you have carpets. Then we had a flood in the pharmacy and were paddling through water for a couple of days. To top it all, I was tidying the store room last week and just as I moved a bottle of fizzy drink, the one next to it fell and exploded. What a mess! Well, they say troubles come in threes, so I hope we have had our fair share for the time being.

The Christmas stock is now on the shelves and our staff are trying to decide where to go for our Christmas outing. Any day now we will change into top gear for the annual onslaught. Happy Christmas (even it is a bit early)!

MEANWHILE...

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2 ANTIBACTERIALS TO TREAT INFECTION
MEDICINE FOR SEVERE SORE THROATS



Contains lidocaine hydrochloride and amylmetacresol, dichlorobenzyl alcohol

Thanks to its unique 'flavour system', Strepsils Dual Action offers relief for painful, sore throats while satisfying the most discerning of palates. Its rapid anaesthetic action has been

24 LOZENGES

DUAL ACTION
Strepsils[®]

ANAESTHETIC FOR RAPID PAIN RELIEF
2 ANTIBACTERIALS TO TREAT INFECTION
MEDICINE FOR SEVERE SORE THROATS

clinically proven to help your customers feel better, fast. All this, combined with the trusted Strepsils name, make Strepsils Dual Action one of the most powerful recommendations you can give.

Clinically proven to relieve sore throats fast

Strepsils Dual Action. Presentation: Circular green lozenges. Each lozenge contains Amylmetacresol B.P. 0.6mg, 2,4-Dichlorobenzyl alcohol 1.2 mg, Lidocaine hydrochloride Ph. Eur. 10mg. **Also contains:** Sucrose, Glucose Syrup, Tartaric Acid, Flavoursings, Sodium Saccharin, Quinoline Yellow, Indigo Carmine. **Indications:** Symptomatic relief of severe sore throats. **Dosage & Administration:** Adults and children over 12 years: One lozenge to be sucked every 2 hours as required. No more than 8 lozenges to be sucked in any 24 hour period. **Contra-indications:** Not recommended for children under 12 years of age.

Precautions: If pregnant or breast feeding, consult your doctor before using this product. If you are allergic to any of the ingredients listed, do not use this product. Consult your doctor if symptoms persist or are accompanied by high fever or headache. **Side effects:** May occasionally cause allergic reactions. **Packaging Quantities:** 24 lozenges in a carton. Legal category [P]. **RSP:** £2.25 PL 0327/0078. **Product Licence Holder & Manufacturer:** Crookes Healthcare Ltd, Nottingham NG2 3AA. Prepared September 1996.

 **CROOKES
HEALTHCARE**